

The role of tourism in bridging the gap between high-skilled expatriates and hosts: A case of the United Arab Emirates

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Abstract

Expatriates and tourists both represent transient markets who travel to destinations and, to differing degrees, look to understand their host destination. To date, the overlap between tourism and expatriation has received scant analysis and yet could offer useful synergies. With this premise in mind, a two-stage, mixed methods study analysed the connection between tourists and expatriates in Dubai, UAE. The results from 36 face-to-face interviews and 439 questionnaires suggested that tourism practices do benefit expatriate adjustment by providing opportunities to expatriates and nationals to meet, interact, and learn from one another. The results offered the five Arenas of adjustment – the Individual, the Destination, Exposure opportunities, the Company, and the Host – that facilitate adjustment within the expatriate. Tourism is directly referred to in the Exposure Arena, reflecting a qualitative effect of tourism in adjustment. It was through such opportunities that tourism was found to encourage expatriate adjustment by either directly teaching expatriates and nationals about one another, or providing the opportunity for them to meet, interact, and learn.

Contents

Abstract	2
Table of Tables.....	7
Table of Figures	11
Definitions.....	12
CHAPTER: 1. INTRODUCTION.....	14
1.1. Purpose of Study.....	15
1.2. Aim and Objectives	17
1.3. Thesis Structure	22
CHAPTER: 2. LITERATURE REVIEW	24
2.1. Introduction	24
2.2. Tourism	25
2.3. Intercultural Communication Theories.....	31
2.4. Study Premise and Proposition	31
2.5. Objective I: The Tool - Perceptions and use of Tourism as a conduit	34
2.5.1. Community Perceptions of Tourism.....	36
2.6. Objective II: The Participants - Expatriates	57
2.6.1. Expatriate Adjustment Elements.....	65
2.6.2. Limitations in extant Expatriate literature	70
2.7. Objective III: The Effect - Tourism in Expatriate and National Adjustment	75
2.8. The Mediums: Symbolic Convergence Theory and Social Exchange Theory.....	76
2.8.1. Symbolic Convergence Theory.....	76
2.8.2. Social Exchange Theory	80
2.9. The Agglomeration: Tourism, Expatriate and National Adjustment and SCT	81
2.10. Objectives, Literature, and Hypothesis Combination	83
2.11. Summary.....	85
CHAPTER: 3. CASE STUDY CONTEXT	87
CHAPTER: 4. METHODOLOGY.....	94
4.1. Introduction	94
4.2. Epistemological Foundation	94
4.3. Methodology	96
4.3.1. Grounded Theory.....	96
4.3.2. Methodological stages and objectives	98

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

4.3.3. Methods Stages	105
4.3.3.1. First Stage	106
4.3.3.2. Second Stage	110
4.4. Field Work	116
4.4.1. Pilot Study	116
4.5. Data Analysis	118
4.5.1. First Stage Data Analysis	119
4.5.2. Second Stage Data Analysis	121
4.5.3. Instrument refinement	123
4.6. Ethical Considerations	126
4.7. Summary	127
CHAPTER: 5. HOW DO EXPATRIATES AND NATIONALS ADJUST?	
QUALITATIVE RESULTS: THE FIVE ARENAS OF ADJUSTMENT	129
5.1. Introduction	129
5.2. Demographics	129
5.3. Objective I: Expatriates' and National's Support for Tourism	133
5.3.1. Economic Perceptions	134
5.3.2. Growth and Development	135
5.3.3. Hotels and Restaurants	137
5.3.4. Tourism Likes and Dislikes	138
5.4. Objective II & III: Expatriates' and Nationals' Adjustment & The Role of Tourism in Expatriate and National Adjustment	140
5.4.1. Destination Arena	142
5.4.2. Host Arena	151
5.4.3. Company Arena	156
5.4.4. Exposure Arena	159
5.4.5. Individual Arena	167
5.5. Objective IV: The Current Relationship between Expatriates and Nationals	177
5.6. Summary	180
CHAPTER: 6. WHICH ARENA IS BEST AND FOR WHOM? QUANTITATIVE RESULTS OF TOURISM AND ADJUSTMENT	181
6.1. Introduction	181
6.2. Demographic Characteristics of the sample	186
6.2.1. General Demographics	186
6.2.2. Tourism Variable Demographics	187

6.2.3.	Expatriate/National Demographics	189
6.2.4.	Communication Demographics.....	191
6.2.5.	Personality Demographics.....	192
6.3.	Statistical Model	193
6.4.	Factor Analysis	196
6.4.1.	Factor Analysis – Tourism Impacts.....	197
6.4.2.	Factor Analysis – Tourism Opinions	200
6.4.3.	Factor Analysis – Adjustment	202
6.4.4.	Factor Analysis – Communication	205
6.4.5.	Factor Analysis – Attachment	207
6.5.	Expatriates and Emiratis with Tourism: Objective I	207
6.5.1.	Tourism Descriptive Statistics.....	208
6.5.2.	Multiple Regression – Tourism Impacts and Tourism Opinions..	209
6.5.3.	Hypothesis Testing	214
6.6.	Expatriate and National Adjustment: Objective II, III, and IV.....	218
6.6.1.	Adjustment Descriptive Statistics.....	219
6.6.2.	Attachment Descriptive Statistics.....	220
6.6.3.	Multiple Regression – Tourism Impacts and Tourism Opinions to Communication	221
6.6.4.	Multiple Regression – Tourism Impacts and Tourism Opinions to Adjustment	224
6.6.5.	Correlation – Tourism Impacts, Tourism Opinions, Communication, and Adjustment	228
6.6.6.	Hypothesis Testing	233
6.7.	Model Revisions and Caveats.....	247
6.8.	Summary.....	248
6.8.1.	Model Analysis - Multiple Regression	250
CHAPTER: 7.	CONCLUSION	257
7.1.	Introduction	257
7.2.	Objective I: Expatriate and National Support for Tourism	259
7.3.	Objective II: Expatriate and National Adjustment	266
7.4.	Objective III: Tourism in Adjustment.....	271
7.5.	Objective IV: Current Relationship between Expatriates and Nationals 276	
7.6.	Key Contributions.....	279
7.7.	Managerial Implications	285
7.8.	Limitations.....	286

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

7.9. Practical considerations to improve adjustment	288
7.10. Future Research	293
REFERENCES	296
Appendices	320
Appendix A.....	320
Appendix B.....	324
Appendix C	325
Appendix D	332
Appendix E.....	339
Appendix F	347
Appendix G	353
Appendix H	359
Appendix I	362
Appendix J	373
Appendix K.....	375
Qualitative Analysis on Practical Considerations for Adjustment Improvement	375
Quantitative Analysis on Practical Considerations for Adjustment Improvement	379

Table of Tables

Table 1-1: Hypotheses related to Objective I.....	19
Table 1-2: Hypotheses related to Objectives II, III, and IV	19
Table 1-3: Hypotheses relating to Objective V ... Error! Bookmark not defined.	
Table 2-1: Community Tourism Elements	38
Table 2-2: Tourism Literature Agreement, Disagreement, and Gaps	53
Table 2-3 Expatriate Adjustment Elements	64
Table 2-4: Expatriate Literature Agreement, Disagreement, and Gaps	71
Table 2-5: Objectives, Literature, and Hypotheses Combination.....	83
Table 3-1: Dubai study region - Classification of tourist destinations	91
Table 4-1: Meta-analysis of analytical methods used in related studies.....	101
Table 4-2: Objectives' Research Method.....	105
Table 4-3: Questionnaire Topics and Questions	114
Table 4-4: Reliability Tests	118
Table 4-5: Questionnaire question topics, analysis, and sources.....	122
Table 4-6: Impact of Tourism Construct Adjustment	124
Table 4-7: Tourism Opinion Construct Adjustment.....	124
Table 4-8: Adjustment Construct Question Adjustment.....	125
Table 4-9: Improved Adjustment Construct Adjustment	126
Table 4-10: Communication Construct Adjustment	126
Table 5-1: Summary Interview Demographics.....	130
Table 5-2: Participant-Specific Characteristics	131
Table 5-3: Opportunities to Meet Settings - Participants and Sample Quotes.....	161
Table 5-4: Tourism in Adjustment - Participants and Sample Quotes	166
Table 5-5: Solutions to interact and adjust - Participants and Sample Quotes	Error! Bookmark not defined.
Table 6-1: Hypotheses related to Objective I.....	183
Table 6-2: Hypotheses related to Objectives II, III, and IV	184
Table 6-3: Hypotheses relating to Objective V ... Error! Bookmark not defined.	
Table 6-4: General Demographic Descriptive Statistics	186
Table 6-5: Tourism Demographic Descriptive Statistics	188
Table 6-6: Expatriate Demographic Descriptive Statistics.....	190
Table 6-7: Communication Descriptive Statistics	192
Table 6-8: Personality Descriptive Statistics.....	193
Table 6-9: Tourism Impacts Initial Eigenvalues for 4 factors	197
Table 6-10: Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Tourism Impacts.....	198
Table 6-11: Tourism Impact Factors Mean and Standard Deviation	199
Table 6-12: Tourism Opinions Initial Eigenvalues for 4 factors.....	200
Table 6-13: Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Tourism Opinions	201
Table 6-14: Tourism Opinion Factors Mean and Standard Deviation.....	202
Table 6-15: Adjustment Initial Eigenvalues for 4 factors.....	202
Table 6-16: Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Adjustment	203
Table 6-17: Adjustment Factors Mean and Standard Deviation	204
Table 6-18: Communication Initial Eigenvalues for 4 factors.....	205

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-19: Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Communication	206
Table 6-20: Communication Factors Mean and Standard Deviation	207
Table 6-21: Adjustment Improvement Initial Eigenvalues for 4 factors.....	Error! Bookmark not defined.
Table 6-22: Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Adjustment Improvement	Error! Bookmark not defined.
Table 6-23: Adjustment Improvement Factors Mean and Standard Deviation	Error! Bookmark not defined.
Table 6-24: Tourism Descriptive Statistics	208
Table 6-25: Standard Multiple Regression of Tourism Impacts on TO - Satisfaction Business	210
Table 6-26: Standard Multiple Regression of Tourism Impacts on TO - Dissatisfaction	211
Table 6-27: Standard Multiple Regression of Tourism Impacts on TO - Satisfaction Understanding.....	213
Table 6-28: T-test between Expatriates and Emiratis and test Factors	214
Table 6-29: Pearson Product Moment Correlation between Time and Perceptions of Tourism	215
Table 6-30: Pearson Product Moment Correlation between Cultural Distance and TI and TO	216
Table 6-31: ANOVA between Employment in Tourism and TI and TO.....	217
Table 6-32: Expatriate/National Descriptive Statistics	219
Table 6-33: Attachment Descriptive Statistics	221
Table 6-34: Standard Multiple Regression of Tourism Opinions on COMM - Rhetorical Visions.....	222
Table 6-35: Standard Multiple Regression of Tourism Opinions on COMM - Topic	223
Table 6-36: Standard Multiple Regression of Tourism Opinions on COMM - Repetition	224
Table 6-37: Standard Multiple Regression of Tourism Opinions on ADJ - Comfort	225
Table 6-38: Standard Multiple Regression of Tourism Opinions on ADJ - Personal	226
Table 6-39: Standard Multiple Regression of Tourism Opinions on ADJ - Tourism	227
Table 6-40: Pearson Product Moment Correlations between SET and Communication Factors	229
Table 6-41: Pearson Product Moment Correlations between Communication and Adjustment and Adjustment Improvement Factors.....	230
Table 6-42: Pearson Product Moment Correlations between SET and Adjustment and Adjustment Improvement Factors.....	232
Table 6-43: T-test between Expatriates and Emiratis and ADJ, and ATT	234
Table 6-44: Pearson Product Moment Correlation between Cultural Distance and ADJ and ATT	235
Table 6-45: Pearson Product Moment Correlation between Time in the UAE and ADJ and Attachment	236

Table 6-46: Pearson Product Moment Correlation between Previous Experience, ADJ, ADJI, and Attachment.....	237
Table 6-47: T-tests between Third Culture Kids and ADJ and ATT	238
Table 6-48: Pearson Product Moment Correlations between Personality - Talkative and ADJ and ATT.....	239
Table 6-49: Pearson Product Moment Correlations between Personality - Reserved and ADJ and ATT.....	240
Table 6-50: Pearson Product Moment Correlations between Personality - New and ADJ and ATT	240
Table 6-51: Pearson Product Moment Correlations between Personality - Familiar and ADJ and ATT	241
Table 6-52: Pearson Product Moment Correlations between Personality - Organised and ADJ and ATT	242
Table 6-53: Pearson Product Moment Correlations between Personality - Easy Going and ADJ and ATT	243
Table 6-54: Pearson Product Moment Correlations between Personality - Accepting and ADJ.....	244
Table 6-55: Pearson Product Moment Correlations between Personality - Nervous and ADJ and ATT.....	245
Table 6-56: Pearson Product Moment Correlations between Personality - Confident and ADJ and ATT.....	245
Table 6-57: Adjustment Improvement Descriptive Statistics....	Error! Bookmark not defined.
Table 6-58: Standard Multiple Regression of Tourism Opinions on ADJI - Social	Error! Bookmark not defined.
Table 6-59: Standard Multiple Regression of Tourism Opinions on ADJI - Support.....	Error! Bookmark not defined.
Table 6-60: Standard Multiple Regression of Tourism Opinions on ADJI - Understanding	Error! Bookmark not defined.
Table 6-61: Pearson Product Moment Correlations between Communication and Adjustment and Adjustment Improvement Factors.....	Error! Bookmark not defined.
Table 6-62: Pearson Product Moment Correlations between SET and Adjustment and Adjustment Improvement Factors.....	Error! Bookmark not defined.
Table 6-63: Pearson Product Moment Correlations between Adjustment and Adjustment Improvement Factors.....	Error! Bookmark not defined.
Table 6-64: Pearson Product Moment Correlation between Cultural Distance and ADJI.....	Error! Bookmark not defined.
Table 6-65: Pearson Product Moment Correlations between Personality - Talkative and ADJI	Error! Bookmark not defined.
Table 6-66: Pearson Product Moment Correlations between Personality - Reserved and ADJI	Error! Bookmark not defined.
Table 6-67: Pearson Product Moment Correlations between Personality - New and ADJI.....	Error! Bookmark not defined.
Table 6-68: Pearson Product Moment Correlations between Personality - Accepting and ADJI	Error! Bookmark not defined.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-69: Pearson Product Moment Correlations between Personality - Nervous and ADJI**Error! Bookmark not defined.**

Table 6-70: Multiple Regression for ADJ, controlling for Demographics 247

Table 6-71: Hypotheses Test and Results 249

Table 6-72: Summary of Key Results 254

Table 7-1: Summary of Key Contributions..... 281

Table of Figures

Figure 2-1: Theoretical relationship between SCT and SET in Tourism	32
Figure 2-2: Defining and Measuring Cultural Distance Source: (Ghemawat, 2017, p. 245)	45
Figure 2-3 Tourism in Expatriate and National Adjustment	81
Figure 4-1: Methodological Triangulation	99
Figure 5-1: Expatriate Model of Adjustment (EMA) with Factors. Source: Author	141
Figure 6-1: Quantitative Findings chapter structure.....	185
Figure 6-2: Tourism in Expatriate-National Adjustment Relationships.....	194
Figure 6-3: Scree Plot of EFA for Tourism Impacts	199
Figure 6-4: Scree Plot of EFA for Tourism Opinions	201
Figure 6-5: Scree Plot of EFA for Adjustment.....	204
Figure 6-6: Scree Plot of EFA for Communication.....	206
Figure 6-7: Scree Plot of EFA for Adjustment Improvement....	Error! Bookmark not defined.
Figure 6-8: Objective 1 Model section	207
Figure 6-9: Objective 2-4 Model section.....	219
Figure 6-10: SET and Communication Correlations	229
Figure 6-11: Communication and Adjustment and Adjustment Improvement Correlations	231
Figure 6-12: SET and Adjustment Correlations	233
Figure 6-13: SET and Adjustment Improvement Correlations	233
Figure 6-14: Objective 5 Model section	Error! Bookmark not defined.
Figure 6-15: Communication and Adjustment and Adjustment Improvement Correlations	Error! Bookmark not defined.
Figure 6-16: SET and Adjustment Improvement Correlations .	Error! Bookmark not defined.
Figure 6-17: Adjustment and Adjustment Improvement Correlations	Error! Bookmark not defined.
Figure 6-18: Tourism in Expatriate-National Adjustment Factors and Multiple Regressions	253
Figure 7-1: Tourism in Expatriate-National Adjustment Relationships Source: Author.....	258
Figure 7-2: Objective 1 Model section	261
Figure 7-3: Objective 2 Model section	266
Figure 7-4: Objective 3 Model section Source: Author	272
Figure 7-5: Objective 4 Model section Source: Author	277
Figure 7-6: Objective 5 Model section Source: Author	Error! Bookmark not defined.
Figure 7-7: Tourism in Expatriate adjustment Source: Author .	Error! Bookmark not defined.

Definitions

Throughout this thesis, several terms have been used which require a brief definition to minimise misunderstandings.

Expatriate: Any non-Emirati currently residing in the United Arab Emirates.

Residents of the UAE are required to renew their residency visa every 2-3 years and are not allowed to remain in Dubai indefinitely. The term 'expatriate' is used over 'migrant' as this is the term used by the government and in the media in the UAE (Dutt & Ninov, 2017; Isakovic & Whitman, 2013; Qamhaieh & Chakravarty, 2017). While the term 'migrant' can include similar characteristics, for example distance travelled and duration of travel, the commonly accepted legal terminology used in the UAE will be adopted (Boyle, Halfacree, & Robinson, 2013). This study, therefore also does not include long-term tourists – any tourist who extends their stay beyond the standard-issue 3-month tourist visa without converting to a residence visa (see Visit Dubai, 2018, Dubai visa & entry information) – as per the requirements of UAE residency laws. This study has not included the sizeable manual labour market in the UAE due to issues with access for data collection. Hence, 'expatriate' is used to refer to the skilled non-manual labour market.

National: Contrary to expatriate, a 'National' refers to an Emirati national, holding a UAE passport.

Variable: The individual questions used in the questionnaire.

Factor: The combination of variables as a result of factor analysis.

UAE: A union of 7 Emirates, formed in 1971 after British rule ended. Abu Dhabi is the capital and largest Emirate. The ruler of Abu Dhabi and president of the UAE is His Highness (HH) Sheikh Khalifah bin Zayed al Nahyan. Laws are issued from Abu Dhabi on the federal level. Emirates-specific laws and decisions are determined by the ruler of the respective Emirate.

Dubai: The second largest Emirate in the UAE. Tourism is one of the largest contributors to Dubai's economy. The ruler of Dubai and Prime Minister of the UAE is His Highness (HH) Sheikh Mohammed bin Rashed al Maktoum.

Misc. Arabic terms: A number of Arabic terms have been used throughout this report, mostly in quotes from interview participants. These have been written in italics and defined accordingly. For example: *Wastah* (connections, nepotism).

CHAPTER: 1. INTRODUCTION

At the 2013 World Travel and Tourism Council (WTTC) conference in Seoul, former British Prime Minister, Tony Blair, explained that tourism can be considered a beneficial force for destinations, in more ways than economic: “it is an industry that can help bring about more peace and understanding...” (WTTC, 2013, para. 6). This sentiment has been echoed previously by a number of academic texts, concerning the socio-cultural benefits and costs of tourism (Reisinger, 2009; Ryan, 2003), and the impact tourism has on altering government policy (Richter, 1983). One consistent element of previous tourism impact commentary has been the focus on the tourist or the destination they are visiting. That is, the costs or benefits to the tourist or the destination from, among other things, a socio-cultural perspective.

One area that has received limited focus is the role tourism can play in promoting awareness and understanding among the ever-increasing expatriate populations around the world (Bailey & Dragoni, 2013; Seaton & Tagg, 1995). This limited interest represents a considerable gap in knowledge; both expatriates and tourists represent transient populations that can share the same environment, yet their impact upon one another has not been largely considered (Faulkner & Tideswell, 1997; Husbands, 1989; see Williams & Hall, 2000). Some thought has been given towards expatriates and the Visiting Friends and Relatives tourist-typology, and migrants' impact on tourism innovation, but even these have not been extensively examined (see Bischoff & Koenig-Lewis, 2007; Dutt, Ninov, & Haas, 2015; Griffin, 2014; Paraskevopoulou, Markova, Williams, & Shaw, 2012). In practical terms, a better understanding of the two populations will help foster understanding between one another and aid social integration. This improved integration possibility has gained more traction lately given the increase in ‘crude nationalism’, as cautioned by Ex-President Obama, (BBC News, 2016a) and the increasingly isolationist-seeming policies of a number of governments through increasing sympathy towards populism (Inglehart & Norris, 2016), contributing to more insulated societies. Theoretically, the nuances of both populations and their interactions need further, rigorous examination, enabling a more comprehensive understanding of each independently and how they influence one

another. Such an understanding could allow theoretical synergy to occur facilitating the application of more cross-disciplinary theories and research.

Dubai is a world-renowned city, famous for its efforts to build the biggest, 'best', and/or first in the world (see Kirkman, 2014), with ambitious targets – such as the aim of hosting 20 million visitors by 2020, up from around 9 million in 2015 (Dutt & Ninov, 2016). In order to achieve these audacious goals, Dubai has been recruiting internationally to attract expatriates to help with the journey (Dizik, 2014). At the time of writing, it is estimated that between 74% (Isakovic & Whitman, 2013) to 80% (Dizik, 2014) of Dubai's population are expatriates. As a result, there are concerns regarding the Emirati youth's connection to their culture and society (Issa, 2013). Many Emiratis cannot communicate sufficiently in Arabic, as described in a report commissioned by the ruler of Dubai to look into the teaching of Arabic in schools in Dubai. The report found that many Emiratis are "...increasingly moving away from their mother tongue and relying on English" (Issa, 2013, para 2).

The issues relating to expatriate integration are exemplified by Al Falasi (2013) who described the perceptual differences between expatriates and the local Emirati population in the United Arab Emirates (UAE). Al Falasi (2013) explained that numerous expatriates demonstrate very limited motivation to interact with the Emiratis and have limited knowledge about the UAE, its culture, and its history. The lack of understanding from expats has resulted in a number of cultural clashes and legal issues with expatriates being arrested for failing to adhere to certain cultural norms such as limited public displays of affection (see for example Dhal, 2013; Habboush, 2013).

Dubai's tourism, like Dubai itself, has experienced tremendous growth to the point where it is the second most visited destination in the Middle East (Dutt & Ninov, 2016; UNWTO, 2014), after Saudi Arabia and its prominent religious tourism. From 2014 to 2018, the UAE's tourism has been estimated to have seen a year-on-year average growth of 7.95% (Business Monitor International, 2017a), compared to the UK's estimated 4.33% over the same period (Business Monitor International, 2017b).

1.1. Purpose of Study

Much literature exists exploring elements of community tourism – specifically perceptions of tourism – and expatriate adjustment as independent disciplines

with infrequent crossovers. As previously identified, given the fact that both parties represent transient populations (Faulkner & Tideswell, 1997; Husbands, 1989; see Williams & Hall, 2000), the lack of consideration of impacts upon each other reflects a clear gap in knowledge. By investigating this gap, it will be possible to further the understanding of both domains and enable theories, concepts, and ideas in one to be applied to the other. Such action can help to further current understanding and could offer solutions to the increasing criticism being placed on theories being poorly applied in international contexts (see Olya & Gavilyan, 2016; Olya, Shahmirzdi, & Alipour, 2017). Furthermore, both domains suffer from limited exploration in Middle Eastern destinations – destinations which, as explained previously, are becoming increasingly competitive on both tourism and expatriate fronts (Dizik, 2014; Dutt & Ninov, 2016; Isakovic & Whitman, 2013; UNWTO, 2016).

From a practical perspective, further understanding of the two domains can enable greater synergies in business and government strategies to attract and cater to both tourists and expatriates. As a result, opportunities exist for greater revenue generation and more appreciative and understanding tourists and expatriates who, in turn, can spread awareness and develop more interest in destinations (Reisinger, 2009; Ryan, 2003). Reports of issues relating to poor expatriate integration creating social tensions (Al Falasi, 2013; BBC News, 2013) or increasing business costs through repatriation and demotivated workers (Andreason, 2003; Black, Mendenhall, & Oddou, 1991; Tung, 1987) are evident and would suggest that greater initiatives be considered to avoid such problems.

Consequently, this study will shed light on the currently limited understanding of perceptions of tourism and expatriate adjustment in the Middle East, and explore the impact of these domains on each other. The results will allow for greater practical and academic synergy to arrive at more robust and practical theories and solutions for both tourism perceptions and expatriate adjustment.

1.2. Aim and Objectives

This study has been developed to address the evident exclusion of tourism from expatriate literature, and vice versa, as described previously. Consequently, the focus of the study is to investigate in what ways, if at all, tourism can help to create a more harmonious relationship between expatriates and Emiratis wherein expatriates are welcomed and embrace learning about the Emirati culture and Emiratis can be proud of their own culture, while learning about the expatriate population. This research will look to explore the use of tourism in improving the understanding and awareness of the expatriate in the host destination. Therefore, this study asks the question:

“What is the role of tourism in expatriate-national adjustment in Dubai?”

In order to address this question, an aim has been created to add focus and clarity to the research question:

1. To explore the perceptions of tourism as a facilitator of adjustment between expatriates and nationals in Dubai.

To address and resolve this aim, four objectives were developed. The first two objectives considered the theoretical premises of the study; perceptions of tourism and expatriate adjustment. The last two objectives provided explored the empirical application of the theoretical bases and tourism's role in expatriate adjustment. The four objectives of the study were:

- I. To develop a conceptual framework for analysing expatriates' and nationals' support for tourism.
- II. To review and analyse the literature on expatriates' and nationals' adjustment to each other.
- III. To analyse the influence of tourism on expatriates' and nationals' adjustment to one another in the UAE.
- IV. To analyse and analyse the current relationship and degree of attachment between expatriates and nationals in the UAE.

The objectives are designed to build upon one another to create a holistic response to answer the research question and stated aim. The first two objectives of the study develop the theoretical base of the relationship, while the last two objectives relate to the empirical application of the theory to test its

appropriateness. The study commences with two independent angles being addressed: perceptions of tourism, and current methods of adjustment. This offers insight into current debates on tourism, and how both expatriates and nationals have currently adjusted to one another. With the first two objectives being focussed on the theoretical foundations of the study, it is possible to ensure that the study's development, results, and discussion are suitably grounded in literature. Objective three then allows the first two objectives to be combined to explore how tourism can be used in future expatriate-national adjustment. The fourth and final objective provides data to act as a baseline to record the significance of any changes in adjustment. That is, in order to explore the true effectiveness of tourism in adjustment, the current degree of adjustment should be recorded. The empirical focus of the last two objectives allow for appropriate primary data to be collected and analysed to solve the stated research question and aim. The interrelated nature of the objectives therefore meant that both literature and primary data were actively used to provide an answer to the research question, as per the canons of grounded theory (Corbin & Strauss, 1990).

In considering the combined proposed impacts of Social Exchange Theory (SET), Symbolic Convergence Theory (SCT) and expatriate adjustment, the overall proposition is that tourism can be used to encourage greater interactions, or enhance the interaction between the expatriate and the host, improving the adjustment of both parties. It is suggested that the interaction will be developed through SCT and expanded to a wider population through Milgram's (1967) Social Network Analysis and Granovetter's (1983) strength of weak ties, both of which are explained in greater depth in the following chapter.

The objectives have been addressed at both the qualitative first stage and the quantitative second stage. While the qualitative first stage undertook a more exploratory approach, the quantitative second stage considered several hypotheses. These hypotheses are provided in the following Table 1-1 to **Error! Reference source not found.**, according to the respective objective. The reasoning and justification for the hypotheses are explained in the literature review in the second chapter.

Hypotheses H1_a to H1_d are related to objective 1, as show in Table 1-1.

*Table 1-1:
Hypotheses related to Objective I*

Objective	Hypothesis number	Hypothesis
I	H1 _a	There is a statistically significant difference between expatriates' and nationals' perceptions of tourism impact and tourism opinion.
	H1 _b	There is a statistically significant relationship between duration of residency and individuals' perceptions of tourism impact and opinion.
	H1 _c	There is a statistically significant relationship between residents' cultural distance and individuals' perceptions of tourism impact and tourism opinion.
	H1 _d	There is a statistically significant difference between residents' employment in tourism and individuals' perceptions of tourism impact and tourism opinion.

Source: Author

Hypotheses H2_a through H2_i referred to objectives 2, 3, and 4, as shown in Table 1-2.

*Table 1-2:
Hypotheses related to Objectives II, III, and IV*

Objective	Hypothesis number	Hypothesis
II	H2 _a	There is a statistically significant difference between expatriates and nationals and their perceptions of adjustment methods.
III	H2 _c	There is a statistically significant relationship between individuals' cultural distance and their perceptions of adjustment methods.
	H2 _e	There is a statistically significant relationship between individuals' duration of residency and their perceptions of adjustment methods.
	H2 _g	There is a statistically significant relationship between individuals' previous expatriate experience and their perceptions of adjustment methods.
	H2 _i	There is a statistically significant relationship between third culture kids and individuals' perceptions of adjustment methods
	H2 _k	There is a statistically significant relationship between individuals' personality and perceptions of adjustment methods
IV	H2 _b	There is a statistically significant difference between expatriates and nationals and their degree of attachment.
	H2 _d	There is a statistically significant relationship between individuals' cultural distance and their degree of attachment.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Table 1-2 continued:
Hypotheses related to Objectives II, III, and IV*

Objective	Hypothesis number	Hypothesis
	H2 _f	There is a statistically significant relationship between individuals' duration of residency in the UAE and their degree of attachment.
	H2 _h	There is a statistically significant relationship between individuals' previous expatriate experience and their degree of attachment
	H2 _j	There is a statistically significant relationship between third culture kids and individuals' degree of attachment
	H2 _i	There is a statistically significant relationship between individuals' personality and degree of attachment

Source: Author

Throughout the literature pertaining to perceptions of tourism and host involvement, the expatriate has been, on the whole, ignored (see Williams & Hall, 2000). However, their growing numbers and potential integration issues would suggest that further consideration be given towards this market in order to facilitate more effective integration and hence a more productive expatriate (see Andreason, 2003; Tung, 1987). From an integration perspective, better understanding of expatriate adjustment can lead to a more harmonious community. Given community resistance to tourism, as explained by theories such as Doxey's 'Irridex' (Faulkner & Tideswell, 1997; Harrill, 2004), it is not clear to what extent the expatriate is scapegoated. This is particularly important in the UAE where a high proportion of the total population are expatriates, in fact, it is estimated that the Emirati population constitutes only 20% (Dizik, 2014) to 26.5% (Isakovic & Whitman, 2013) of the total UAE population. The expatriate could side with the host or be victimised accidentally, or intentionally, along with their tourist counterparts. Alternatively, could excessive expatriate numbers force nationals along the 'Irridex' to greater annoyance with the tourist through misplaced annoyance (see BBC News, 2013)? A better understanding of the expatriate-national relationship could help to avoid such situations. Could tourism's large and potentially very powerful, positive forces (WTTC, 2013) be an important explanatory force?

In order to better understand expatriate and national adjustment, and the role of tourism in this endeavour, this study will start by considering the study's setting, community perspectives of tourism, expatriate adjustment methods, how tourism

could work to improve the relationship between expatriate and nationals, and the effectiveness of Symbolic Convergence Theory as a communication tool. Once the understanding of these aspects is better understood through a review of the literature, the empirical context is explained before the proposed qualitative and quantitative methodologies will be explained and justified. The results of the qualitative interviews and quantitative questionnaire will then be analysed and later examined in relation to the literature to provide a critical analysis of the role of tourism in expatriate and national adjustment. This study will endeavour to address several areas of the literature where greater understanding is needed, such as: the lack of expatriates in literature relating to perceptions of tourism (see Ap, 1990; Belise & Hoy, 1980; Choi & Murray, 2010; Pizam, 1978; Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2014; Williams & Hall, 2000; Yoon, Gursoy, & Chen, 1999), the lack of nationals in expatriate adjustment literature (see Toh, 2003; Toh & DeNisi, 2003, 2007; Toh, DeNisi, & Leonardelli, 2012), the lack of tourism in expatriate adjustment literature (see Barnett, 2014; Black & Gregersen, 1991a, 1991b; Black et al., 1991; Jun & Gentry, 2005; Tung, 1987), as well as smaller, additional areas of consideration such as the definition of expatriates and, facets of expatriate adjustment. The results of this study will facilitate a more detailed and nuanced understanding of expatriate adjustment and perceptions of tourism, to arrive a greater variety of solutions for a more harmonious expatriate community.

Throughout this thesis, several key terms have been used where the operational definitions being considered in this study should be addressed. Firstly, the definition of tourism provided by the UNWTO in 2011 (Commission for the European Communities, Organisation for Economic Co-operation and Development, World Tourism Organization, & United Nations Statistics Division, 2011) and refined over the years, has proven one of the most popular definitions academically and by global governments. Expatriates, on the other hand, demonstrate a little more complexity, due to the differing types of expatriates: the organisational and self-initiated expatriate. Therefore, for the purpose of this study, an expatriate would be considered as 'an individual who is sent, or who initiates international travel for the purpose of work, to a destination from which they do not hold a passport and hence, is a non-national' (see Isakovic & Whitman, 2013; Lam & Selmer, 2004). Such a definition should help to eliminate

the potential for Third Culture Kids (TCKs) to be, possibly incorrectly, counted as an expatriate when they return to the country their passport originates from, notably for individuals with multiple nationalities. In the UAE, it is common for the term 'expatriate' to refer to any non-national resident, regardless of career or salary bracket. Furthermore, 'expatriates' in Dubai do not have the ability to apply for permanent residence and hence the term 'migrant' is not appropriate (Dutt & Ninov, 2017). Nationals, on the other hand, have a much more straight-forward definition, but are still not without complication. The term 'Local people' is operationally limiting, hence further distinction is required to firmly establish what constitutes a 'national'. In the case of this study, and Dubai, a national is an individual who holds an Emirati passport, and is considered by the UAE government to be a national of the UAE. Such definitions of expatriate and national are mutually exclusive since expatriates do not, at the time of writing, have the ability to naturalise and become a national (see Habboush, 2013). Consequently, the UAE's legal definition of expatriates and nationals has been applied here. This approach therefore ensures the mutually exclusive nature of expatriates and nationals, as well as long-term tourists. In the case of the latter population, tourist visas are only possible for a duration of 3 months and any further duration of stay requires an expatriate visa (Government, 2017, Types of visa). Further to the above definition, the manual labour market of the UAE has not been considered for further analysis due to issues with gaining access for data collection (see for example Carrick, 2013; Frewin, 2014), notwithstanding their valuable contributions to the UAE. Consequently, the focus of the research is on the high-skilled expatriate, with whom access is possible.

1.3. Thesis Structure

In order to address the aims, objectives, and research question, this study begins in Chapter 2 with a review of the extant literature relating to perceptions of tourism, expatriates, and the communication theory of Symbolic Convergence Theory. This chapter provides a thorough analysis of the existing discussion on the three areas, as well as raising questions concerning areas of disagreement or gaps evident in the literature. The interconnectivity between the three are also explained where it is anticipated that perceptions of tourism will bring expatriates and nationals together at tourism sites, allowing them to interact and learn about

each other. SCT then provides a chain-out effect, spreading this knowledge and information to a wider number of people, thereby enabling more people to learn and, ultimately, adjust. The details of the empirical base, Dubai, will be then explained in Chapter 3 to help provide better context to the data and the data collection procedures. The history of Dubai and the nature of tourism and expatriation is explained, allowing for the full reasoning for the study, the reason for the selected methods, and the application of the results to become apparent. Once the theoretical underpinnings and empirical base of this study are established, the selected methodology shall be introduced, explained, and justified in Chapter 4. This will help to ensure that a robust and accurate study has been conducted to provide maximum, accurate insight, and facilitate future repetition. The chapter explains how this study followed a two-stage, grounded theory approach. The first stage leveraged qualitative face-to-face interviews to developed depth and insight into the topic, which was then quantitatively tested in the second stage of the study by distributing a questionnaire to residents of Dubai. The collected data is then analysed in Chapter 5 and 6 using the methods described in the methodology chapter. These findings are discussed and concluded in Chapter 7 in relation to the literature to place the research in context and explore the impacts of its findings. The study's conclusion will offer a comprehensive review of the study and identify the study's limitations and areas for future research. In order to provide an element of continuity and to ensure the identified objectives are clearly met, each chapter will be structured based on the four objectives. Hence, each objective will include the relative literature, results, discussion, and conclusion to provide a complete analysis of each objective.

CHAPTER: 2. LITERATURE REVIEW

2.1. Introduction

It is argued that tourism is a broad, influential economic sector and social phenomenon which has the potential to influence a wide array of fields (Reisinger, 2009; Ryan, 2003). The fundamental premise of this study is that tourism can be used to develop the relationship between the expatriate and the national. In order to understand the existing literature surrounding this premise, this chapter will commence with a review of the fundamental proposition of this study, before moving on to the specific literary areas of interest. The chapter will then flow according to the five research objectives, identified in chapter 1, building a comprehensive picture of the context and possible relationship. The chapter begins by reviewing literature concerning communities' perceptions of tourism through perceptions of tourism (Objective I), expatriate adjustment (Objective II), the possible relation between tourism and expatriation (Objective III), and expatriate attachment related through the communication theories of Social Exchange Theory and Symbolic Convergence Theory (Objective IV). The chapter will then be concluded with the potential connection between tourism and expatriates through the above communication theories. The chapter lays the foundations and introduces 21 hypotheses that will be tested during the second, quantitative stage of this study. While these hypotheses have been introduced here, this has been conducted for clarity purposes. The hypotheses were developed after reviewing the extant literature discussed herein and after analysing the first stage interview results (see Suddaby, 2006; Walker & Myrick, 2006). This process is following the guidelines of grounded theory and allows for more appropriate and applied analysis (Corbin & Strauss, 1990; Glaser & Strauss, 1967; Suddaby, 2006; Walker & Myrick, 2006). This action, beyond only adhering to the canons of grounded theory, facilitated much more relevant and appropriate hypotheses to be developed and tested. These hypotheses therefore reflected both the literary underpinnings as well initial empirical data analysis, making the hypotheses grounded in theory and data (Walker & Myrick, 2006), and therefore more suitable for exploring intersubjective experiences (Suddaby, 2006). Objective I – perceptions of tourism – addressed four hypotheses concerning the influence on perceptions of tourism based upon nationality (H1_a),

duration of residence (H1_b), cultural distance (H1_c), and employment in tourism (H1_d). Objective II - expatriate adjustment and Objective III – tourism in expatriate adjustment were explored through 6 hypotheses which recorded individuals' perceptions of methods of adjustment given their nationality (H2_a), cultural distance (H2_c), duration of residence (H2_e), previous expatriate experience, (H2_g), status as a Third Culture Kid (H2_i), and Personality (H2_k). Objective IV – specifically focussed on expatriates' degree of attachment to the host – measured the impact of the same six aforementioned demographic factors on individuals' perceptions of attachment (labelled as H2_b, H2_d, H2_f, H2_h, H2_j, and H2_l, respectively).

The complex and multifaceted nature of expatriate adjustment (see Collins & Bertone, 2017) – let alone the interaction between tourism and expatriate adjustment – means that there have been multiple literature sources and theoretical perspectives (see examples from: Li, 2016; Ninov, 2005; Ryan, 2003; Williams & Hall, 2000). Given the enormity of the literature, this study focusses on the two literature bodies of tourism and expatriation. However, through these areas, further literature could include social capital (Diop, Li, Al-Ansari, & Le, 2017), social involvement, and social inclusion (Fu, Hsu, Shaffer, & Ren, 2017; Sambasivan, Sadoughi, & Esmaeilzadeh, 2017; Qamhaieh & Chakravarty, 2015), among others. This would therefore suggest that this research resides at the cross-roads of several theoretical perspectives. Whilst several of these perspectives will be considered through this review, this research has adopted the specific and exploratory approach of perceptions of tourism (through SET), expatriate adjustment, and the communication theory of Symbolic Convergence Theory. The complete explanation and justification of these elements are explained through this review.

2.2. Tourism

Tourism has repeatedly been reported as a powerful activity that can have significant impacts on a nation, often concerning a country's economy, society and culture, and environment (Fan, Lu, & Wu, 2013; Harrill, 2004; Kaltenborn, Andersen, Nellesmann, Bjerke, & Thrane, 2008). Much research has been conducted considering residents' attitudes towards tourism in light of these extensive areas of impact (see Ap, 1992; Gu & Ryan, 2010; Harrill, 2004; Kaltenborn et al., 2008), although less is present concerning perceptions of

tourists (Woosnam, 2012). The literature suggests that tourism can be beneficial to society, although there are areas where participants are concerned, such as traffic or environmental degradation (Korça, 1998). While traffic has been considered in a number of studies (Sheldon & Var, 1984), other factors such as the impact on real estate and healthcare have received limited consideration, which is ironic since the economic impacts of tourism have received much focus, mostly in a positive light (Pizam, 1978). In a very general sense, much previous literature would seem to argue that economic impacts are often regarded as positive by residents, while socio-cultural and environmental impacts are viewed more negatively (see Dowling, 1993; Liu & Var, 1986; Perdue, Long, & Allen, 1990; Pizam, 1978). Pizam (1978) offered one of the first attempts to consider residents' perception of tourism. He found that residents who were dependent on tourism were more supportive of it, while residents living in tourist-heavy areas were less supportive. Further distinction should be drawn concerning the potential difference between residents' perceptions of tourism versus perceptions of the tourist (Sharpley, 2014; Woosnam, 2012). With this observation noted, it would be important to explore whether residents like the benefits brought by tourism but, in general, actually dislike the tourist. If such a speculation holds true, it would suggest that regardless of residents' attitude towards tourism and its positive or negative impacts, residents may still harbour a desire and possibly act in a manner that would harm tourist development in an area.

Being among the earliest studies on community tourism and considering perceptions of tourism, Pizam (1978) and Murphy (1985) developed a sample of factors for participants to consider when evaluating the impacts of tourism on the community. Such factors included traffic conditions, the future use of local attractions, the impact on the environment, and the occurrence of anti-social behaviours, such as gambling and alcoholism (Pizam, 1978, p. 9). One of the most comprehensive views of tourism – notably the assessment of tourism in terms of economic, physical (environmental), and social impacts was offered by Mathieson and Wall (1982), which has served as a simple and comprehensive framework for the evaluation of tourism since (Wall & Mathieson, 2006). However, some areas still require a more thorough analysis (Wall & Mathieson, 2006),

notably, in the case of this study, a more definitive definition of resident is still necessary.

The term 'resident' has been poorly defined within the tourism literature. Fallon and Kriwoken (2003), along with Gu and Ryan (2010) have explained that communities and residents are not homogeneous groups, each potentially having their own set of demographic and attitudinal factors which can influence their overall perception of tourism. With that in mind, further consideration should be given to the resident and their attitudes; they are arguably a heterogeneous group and hence greater analysis of their experiences could help to gain a more nuanced representation of their perceptions of tourism. Husbands (1989) has similarly criticised the general lack of consideration of demographic influences on perceptions of tourism. While this has, largely, been resolved (Faulkner & Tideswell, 1997), some traits, such as residential status – namely expatriates versus nationals, remain unclear.

The current use of 'resident' would seem to generally consider those who live in the area being researched (see Belise & Hoy, 1980; Pizam, 1978; Zaidan, 2016). Some categorisation occurs with regards to participants' age, gender, contact with tourists and employment in tourism (Brida, Osti, & Faccioli, 2011). However, these elements mostly seem to be used as characteristics to describe the same pool of resident and differentiate their views of tourism; they are not seen as different types of resident. Expatriates, for example, could be considered a different type of resident in a destination, yet they have not been specifically identified in the extant literature (Williams & Hall, 2000). The lack of a concrete definition of resident, also referred to as the host population, is an important oversight as it limits the extent to which community tourism research can be applied and compromises the completeness of the research. The exclusion of expatriates, specifically, is problematic due to their growing numbers and potential exposure to tourism (see Bailey & Dragoni, 2013; Bischoff & Koenig-Lewis, 2007). Even if expatriates constitute a different type of resident and exhibit different behaviours, they will, nevertheless, hold a perception of tourism. This perception may then influence their interactions with tourists socially, or in a work capacity. While expatriates may not necessarily be able to enforce any political change when it comes to tourism, their treatment of the tourist can not only impact the perception tourists will hold of the destination, but also may affect the manner

in which nationals treat the tourist. There is also the potential that expatriates may hold alternative perceptions of tourists to nationals because expatriates may be incorrectly categorised and treated by the national as an 'extended tourist', which could lead to resentment on the side of the expatriate, particularly if the (foreign) tourist is treated differently and openly discriminated against.

Kaltenborn et al. (2008) considered the attitude of residents towards the second-hand, holiday-home, market who "...interact with local communities in different ways and pose [other] challenges..." (Kaltenborn et al., 2008, p. 665). In a similar light, expatriates may interact with tourists differently to nationals and therefore will hold different attitudes towards tourism, due to their varying levels of commitment to the host community. Hence the expatriate market should receive further focus, especially given the increasing number of expatriates globally (Bailey & Dragoni, 2013; Seaton & Tagg, 1995), their influence internationally has the potential to keep growing and yet our understanding of their perceptions towards tourism remains undeveloped. The burgeoning number of expatriates means that expatriates are playing an increasingly significant role in the functioning of societies globally as well as the delivery of tourism products. In the case of the former, this impacts on the functioning of society, while the latter will influence tourists' experiences and hence a destination's competitiveness, a matter of increasing importance (Enright & Newton, 2005) as destinations face greater competition from destinations further-afield thanks to improvements in air transport (Papp & Raffay, 2011).

The extension of Kaltenborn et al.'s (2008) second-home markets proposition to expatriates suggests that the latter's attitude towards tourism also deserves focus. Notable with expatriates specifically is their relationship with the local community. Expatriates can sometimes have difficulty integrating into the local society, instead forming expatriate communities who can sometimes operate almost independently to the rest of the community (Beaverstock, 2002), epitomised by Oberg's (1960) theory of Culture Shock. Al Falasi (2013) has explained this issue, specifically for Dubai in the UAE, by demonstrating that numerous expatriates demonstrate limited motivation to interact with nationals (Emiratis) and limited knowledge about the UAE, its culture, and its history. This could then result in different attitudes and interactions with the tourist. The lack

of understanding from expatriates has resulted in a number of cultural clashes and legal issues with expatriates being arrested for failing to adhere to certain cultural norms such as limited public displays of affection (see for example Dhal, 2013). In Walsh's (2007, 2009) explanation of expatriates in Dubai, the lack of involvement with the Emirati population was evident, suggesting a potential disconnect between the expatriate and national communities. This is important to study further as a system to improve this potential disconnect could reduce some of the issues described by Al Falasi (2013) and Dhal (2013), resulting in a more harmonious, tolerant, and accepting community, enabling tourism to develop in a sustainable and supportive environment. Furthermore, a more holistic understanding of expatriate adjustment, especially in relation to the host, would help to improve current understanding of the experience and process through which expatriates adjust. This greater knowledge will also add insight into the hosts' experience of interacting with expatriates.

Current literature has addressed the importance of facilitating expatriate adjustment from a productivity and cost perspective (Andreason, 2003; Black et al., 1991; Tung, 1987). The consistent message has been that failed expatriate assignments can incur large costs for the company and drastically demotivate workers sent overseas. As a result, much literary focus has been dedicated to understanding how expatriates adjust to expedite expatriate adjustment and understand the expatriate adjustment process. This understanding, however, has missed several potentially insightful areas that offer both practical and theoretical implications. The impact of expatriate adjustment on the national, for instance has largely been missed, along with the role of tourism. From a theoretical perspective, the focus on tourism allows a more holistic understanding of the various tools that can facilitate expatriate adjustment and will improve the current understanding of the process through which expatriates adjust. As well as improving the body of knowledge around expatriates, a greater understanding of tourism's impact will also be possible, offering more abstract uses and impacts of tourism for destinations.

By considering the national and expatriate communities' perceptions of tourism, the possibility exists to find areas of commonality where tourism could act as a conduit, improving connectivity and the relationship between the expatriate and the national. This can occur in a similar manner to the Mt. Gungang project in

North Korea which helped to provide a neutral meeting point between North and South Koreans and encouraged peaceful actions and discussions (Kim, Prideaux, & Prideaux, 2007). Although there is extensive literature on expatriates and their adjustment to a new environment, the expatriate community itself has generally been ignored or at the least under-researched in the tourism literature (Andreason, 2003; Black, 1988; Black & Gregersen, 1990, 1991b; Black & Mendenhall, 1991). Current literature relating to expatriate adjustment has tended to consider factors such as the degree of cultural similarity between the expatriate and the national (Black & Gregersen, 1991b; Hemmasi & Downes, 2013; Jun & Gentry, 2005), previous expatriate experience (Black, 1988; Black & Gregersen, 1991a; Jun & Gentry, 2005), the participation in pre-departure training (Black & Gregersen, 1991a; Isakovic & Whitman, 2013), the impact of family adjustment (Andreason, 2003; Black, 1988; Shaffer, Harrison, & Gilley, 1999), and the duration of the expatriate assignment (Black & Gregersen, 1991a; Isakovic & Whitman, 2013; Jun & Gentry, 2005), with the exclusion of tourism elements being evident (Dutt & Ninov, 2017). While communities have incorrectly been described as heterogeneous (Gu & Ryan, 2010; Sharpley, 2014), there is also speculation that, among other factors, the longer residents remain in an area, the more negatively tourism will be viewed (Brida et al., 2011; Brunt & Courtney, 1999; Harrill, 2004; Jackson & Inbakaran, 2006; Mansfeld, 1992; Ryan & Montgomery, 1994), although this has been debated with Choi and Murray (2010) and Jackson and Inbakaran (2006) suggesting that the longer a resident is in an area, the more positively tourism is viewed. The discrepancy in findings in this scenario could be due to the study setting: New Braunfels, U.S., and Victoria, Australia, respectively, both economically stable destinations where tourism was one of the fastest-growing economic sectors.

Other key factors that have been considered in the community tourism literature include the distance from the tourism zone (Ap, 1990; Belise & Hoy, 1980), the level of tourism development in the area (Ap, 1990; Pérez & Nadal, 2005), the individuals' employment in tourism (Ap, 1990; Harrill, 2004; Madrigal, 1993; Pizam, 1978), and the level of contact with tourists (Brida et al., 2011; Pizam, 1978). Regardless of the nature of the attitude, the exclusion of expatriates is evident and it is valuable to consider if this can be extended to expatriates; if an

expatriate resides in an area for a 'long time' do they, along with the national, view tourism negatively? If so, the overlapping attitude could be used to bring the expatriate and national together through more engagement, or disengagement with tourism (see Choi & Murray, 2010). Equally, if expatriates and nationals differ then this could also provide some helpful insights into perceptions of tourism and how this might change. Theoretically, understanding expatriate perceptions of tourism could point to an important adjustment in their self-identification; expatriates critical of tourists may identify closer with the national than with the tourist, or view themselves as a separate third party between tourists and nationals. This could result in different psychological and behavioural patterns in their touristic or day-to-day interactions with both tourists and nationals.

2.3. Intercultural Communication Theories

Social Exchange Theory (SET) (Ap, 1992; Lawler, 2001) and Symbolic Convergence Theory (SCT) (Bormann, 1972) are two important approaches for understanding how tourism can impact the relationship between the expatriate and the national. SET has been heavily used in community tourism literature regarding perceptions of tourism and assumes an exchange between individuals will take place depending on the expected benefits and costs (Ap, 1992; Brida et al., 2011). Of notable value, SET can be applied on the individual and collective levels (Capistrano & Weaver, 2017). SCT (Bormann, 1972) utilises 'fantasies' to convey meaning. These fantasies are the sharing and manifestation of ideas, most evident in Bormann's description of a 'chain-out'; a web of fantasies. Here a group can discuss a topic that is important to them. Due to the perceived importance, this group could discuss this topic further and more elaborately with increasing excitement and involvement (1972, p. 399). Considering the role of the Internet in this 'chain-out', there are important opportunities to develop existing theories (see Duffy, 2003) due to the Internet's increased prominence, global reach, and influential nature. The various nuances of these theories shall be evaluated in more depth later in this review.

2.4. Study Premise and Proposition

It is proposed that SET will influence expatriate and national motivations to interact with tourists. This study proposes that greater interactions with tourists can lead to greater interactions between the expatriate and the national and result

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

in improved relationships between the two, as identified in the introduction. If individuals perceive benefits from tourism, they will be encouraged to interact more. This interaction is explained by SCT; expatriates and nationals will share experiences through perceiving differences and similarities, recognising these differences or similarities, understanding, and then believing them (Kincaid, 1988). This will likely result in a social interaction (Bormann, Cragan, & Shields, 1996; Bormann, Knutson, & Musolf, 1997) and encourage future interactions. From here, the chain-out effect described by Bormann (1972) will encourage expatriates and nationals to interact more passionately on a topic, share more experiences, and involve more individuals. This will therefore allow a fantasy between small numbers of people to expand to include more members of a community. Concurrently, SET will also be used to predict the likelihood of future interactions between the expatriate and the national, and the nature of such interactions, based upon the perceived cost and benefits of such an interaction (Ap, 1992; Lawler, 2001). Effectively, this study suggests that perceived benefits of interacting with tourists will, as predicted by SET, encourage expatriates and nationals to interact with tourists and be more supportive of tourism. As a result of these interactions with tourists, the expatriate and the national will interact together and learn how to interact more effectively with one another. The nature of this interaction and expansion to more individuals will be explained by SCT. The ideas of cultural distance, among other demographic characteristics, are important to note here, in their role as potential confounding variables, a topic discussed in the expatriate literature (Black & Gregersen, 1991a) and tourism (Yoon, Gursoy, & Chen, 2001). This suggested occurrence can be better visualised in the following Figure 2-1:

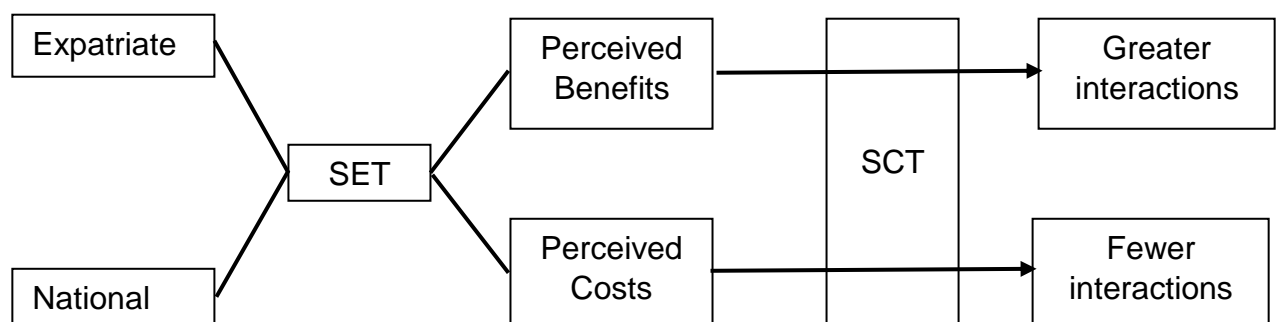


Figure 2-1: Theoretical relationship between SCT and SET in Tourism

Figure 2-1 reflects the proposition that SET will act as either an area of commonality or enable tourism to become a tool to facilitate greater expatriate and national interactions. It is suggested that in cases where similar perceptions are held of tourism and/or benefits from tourism are perceived, more interactions will take place. Conversely, where dissimilar perceptions are held and/or costs of tourism are perceived, then fewer interactions will occur. This is expected to occur on an individual level and can then be expanded to a wider population through SCT. It is theorised that SET connects to increased (or decreased) interactions through a shared opinion or open-mindedness to other communities. Where benefits are perceived, more support and interaction with tourism is possible (Andereck, Valentine, Knopf, & Vogt, 2005; Ap, 1990; Harrill, 2004; Kaltenborn et al., 2008; McGehee, Andereck, & Vogt, 2002; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008; Perdue et al., 1990; Teye, Sirakaya, & Sönmez, 2002; Vargas-Sánchez et al., 2014; Williams & Lawson, 2001). Since both expatriates and nationals would be present at tourist settings, the opportunity exists for information exchange and meeting opportunities between expatriates and nationals. With more motives to encourage and enable interaction, there is more likelihood of similarities, rather than differences, to be noticed amongst participants, reducing discord (Kim & Crompton, 1990). While knowledge exchange can provide the background necessary to facilitate interactions, the interactions themselves could occur through the shared opinions and interests of expatriates and nationals (Kincaid, 1988; McPherson, Smith-Lovin, & Cook, 2001).

SET and SCT theories have been loosely related, in an expatriate sense, by Black and Mendenhall (1991). In describing Social Learning Theory, Black and Mendenhall have explained a number of elements which link closely to SCT; elements of Attention, Retention, and Reproduction, could be likened to Bormann's (1972) explanation of how individuals would focus on 'fantasies' interesting to them and then perpetuate them to a wider community, or even within the same community resulting in further discussions. The incentives offered by SLT (Black & Mendenhall, 1991) appear similar to the base ideology SET; that when greater benefits are realised, greater support is present. Black and Mendenhall's (1991) descriptions offer a potential link between the tourism-heavy SET, the communication-heavy SCT, and the expatriate. If SET and SCT

are found to be effective models for improving the relationship between expatriates and nationals through tourism, it will enrich the understanding and applicability of the two theories and explain how tourism can be used for more abstract outcomes. If SET and SCT are found to possess similar elements to SLT, it may be possible to combine the three theories of SET, SCT, and SLT to explain how individuals, especially expatriates, can improve their learning from and communication with nationals.

In order to develop the understanding of tourism in expatriate and national adjustment through the theories of SET and SCT, the following literature review will continue with an analysis of existing literature relating to perceptions of tourism and the various factors therein influencing residents' perceptions of tourism, as per Objective I. The review shall then continue to discuss the current understanding of expatriate adjustment; how expatriates adjust and what factors facilitate or hinder adjustment, Objective II. The current lack of tourism in expatriate adjustment shall be explored to deliver a thorough understanding of current studies on this topic, Objective III. This analysis will be continued in the fourth section which will review the theories of SET and SCT and evaluate their potential role in facilitating expatriate and national interactions. The final section will explore the combination of tourism's effect on the relationship and degree of attachment between the expatriate and the national through SET and SCT, Objective IV.

2.5. Objective I: The Tool - Perceptions and use of Tourism as a conduit

International tourism has been defined by the United Nations World Tourism Organisation (UNWTO) as activities related to individuals "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, or other purposes not related to the exercise of an activity remunerated from within the place visited" (Commission for the European Communities, Organisation for Economic Co-operation and Development, World Tourism Organization, & United Nations Statistics Division, 2011, p. 1). This is not to be confused with same-day visitors who spend less than one night in the destination (Commission for the European Communities, Organisation for Economic Co-operation and Development, World Tourism

Organization, & United Nations Statistics Division, 2011). Based on this definition, any number of activities can be related to tourism including Visiting Friends and Relatives (VFR), leisure, business, hedonism, cultural exploration, spa and health visits, and historical tourism, among many others.

The costs and benefits of tourism have often been divided into three areas: economic, environmental, and socio-cultural (Pizam, 1978). Economically, the international tourism market is a sector that has been gaining increasing significance over recent years, largely due to the high-impact nature of tourism; a little under 1.1 billion international individuals travelled in 2013, spending around US\$ 1.16 billion (UNWTO, 2014, p. 3). The World Travel and Tourism Council (WTTC) has estimated that tourism offers 266 million jobs to the global economy ('WTTC', n.d., Economic impact analysis). Aside from the economic impacts of tourism, there are substantial impacts to the physical and socio-cultural environment (Pizam, 1978). Environmentally, tourism has been cited to stimulate demand for preservation and protection laws and facilities (i.e. national parks), while also causing environmental degradation, excessive water usage, and pollution, among other impacts (Fletcher, 2005). Socio-culturally, it has been claimed that tourism creates increased understanding and awareness of different cultures, increased opportunities for residents, and improved infrastructure for residents (Fletcher, 2005; Reisinger & Turner, 2003). On the other hand, tourism has been said to cause increased crime, the demeaning and selling of one's culture, the encouragement of actions detrimental to the society, and health issues (Fletcher, 2005; Reisinger & Turner, 2003). The umbrella-term 'Community Tourism' has been used to study the opinions of a destination's resident population towards tourism, often citing economic, environmental, and socio-cultural factors as variables to analyse residents' level of support for tourism (see Andereck et al., 2005; Brida et al., 2011; Choi & Murray, 2010; Getz, 1994; Harrill, 2004; Jurowski, Uysal, & Williams, 1997; Murphy, 1985).

Pertinent to this study, a body of literature exists analysing tourism as a force for peace (Kim et al., 2007; Yu, 1997). Tourism has, for example, been suggested as a tool to help promote peace on the Korean peninsula, following a two track approach of official government policy and unofficial person-to-person relations (D'Amore, 1988a, 1988b; Kim et al., 2007; Kim & Crompton, 1990; Var, Brayley, & Korsay, 1989). In some cases, tourism has also been used to indicate the state

of a nation's relations with others – nations in disagreement often restrict their citizens from travelling to one another (Kerr, 2017; Stock, 1977). Some disagreement has arisen concerning the initiator: tourism drives peace or peace drives tourism (Litvin, 1998). However, results from Kim et al.'s (2007) study would appear to suggest that as a result of tourism, individuals saw their 'enemies' in a more civil and positive light. While the focus in the extant literature has generally been the use of tourism to promote "peaceful relations between divided nations" (Kim et al., 2007, p. 305), the application between communities could also be evident where tourism could bring together two disconnected communities either through overt government policy, or through person-to-person interactions by building 'opportunity networks' (D'Amore, 1988a, p. 154).

2.5.1. Community Perceptions of Tourism

Community perceptions of tourism refer to the perceptions of tourism as held by the community, often by matching opinions of tourism to the perceived impacts of tourism (Ap, 1995; Blackstock, 2005). Social Exchange Theory (SET) is frequently applied to assess a community's opinion of tourism based upon their perceived impacts – benefits and costs – of tourism (Ap, 1992; Bimonte & Punzo, 2016; Choi & Murray, 2010).

The basic philosophy of SET suggests that individuals will support an activity if they receive more benefits than costs from the activity (Bimonte & Punzo, 2016). The literature on a community's perceptions of tourism has used SET to understand residents' support for tourism. That is, if residents perceive greater personal benefits from tourism than costs, they will support tourism and tourism development in their community (see BBC News, 2016b; Perdue et al., 1990; Vargas-Sánchez et al., 2014; Yoon et al., 1999, 2001). While the premise of this theory is relatively clear, it does not consider the perception of the tourist, nor allow for the weighting of impacts. In the case of the former, an individual may support tourism because of the benefits generated, but still view tourists negatively (see Sharpley, 2014; Woosnam, 2012). In the case of the latter omission, individuals may weigh various impacts more than others; economic benefits, for example, may be perceived as more important than negative environmental impacts. Consequently, any results which reflect that economic benefits are outweighed by environmental costs may be practically inaccurate.

Yoon et al. (1999) discovered that individuals who had lived in a destination for a longer period of time were more resilient to the economic impacts of tourism, suggesting a presence of some form of internal weighting. Current research has not allowed for analysis of this nature. By understanding the weighting, it will be possible, from a theoretical perspective, to more thoroughly analyse how individuals perceive tourism. That is, by number of factors, socio-cultural impacts may outweigh all other factors, however if economic factors are weighted higher, a positive perception of tourism could still exist. From a practical perspective, governments and businesses concerned with tourism strategy can understand how well tourism will be received by the community – if economic factors outweigh others, then strategies that promote economic incentives are likely to be better received.

A theme of Community Attachment has been discussed in the literature in line with community perceptions of tourism. While Community Tourism considers residents' perceptions of tourism, Community Attachment considers individuals' connection to their community (see Choi & Murray, 2010; Nunkoo & Ramkissoon, 2011), often measured by considering the duration which residents had lived in the community for and whether or not they had been born in the community (Andereck et al., 2005). It has been proposed that individuals who have stronger Community Attachment view tourism more negatively, although results here are inconclusive (Andereck et al., 2005). In a similar scenario, Segota, Mihalic, & Kuscer (2016) considered the degree to which individuals felt informed about tourism in their community, and the corresponding impact upon support for tourism. Segota et al. categorised residents into one of four groups, depending on their level of 'informedness' and explained that involvement did seem to be positively related to perceptions of tourism. That is, the more informed an individual, the more positive their perceptions of tourism. However, this only seemed to hold for the most informed individual, while the other four categories failed to demonstrate statistical significance. A potential reason for this observation could be due to the self-reported nature of the measurement. That is, more educated participants may underestimate their degree of 'informedness', while less educated participants may overestimate, as possibly suggested by the results which claimed that the most 'aware' were also among the least educated (Šegota et al., 2016).

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Throughout the Community perceptions of tourism literature, a number of elements have been discussed to consider their effectiveness at influencing individuals' attachment to their community and perceptions of tourism. A number of elements have been discussed as Community Attachment elements which have also been discussed under the auspices of Community perceptions of tourism, and vice versa. Fortunately, the definitions of such elements appear consistent, regardless of their use. In the following analysis, elements will be identified for their usage in Community perceptions of tourism and/or Attachment (see Table 2-1 for an overview of these elements and their presence in the extant literature).

*Table 2-1:
Community perceptions of tourism Elements*

Theme	Community perceptions of tourism Element	Sources	Hypothesised nature and literary consensus
Community Attachment	Length of Residency	(Andereck et al., 2005; Brida et al., 2011; Brougham & Butler, 1981; Choi & Murray, 2010; Harrill, 2004; Lankford, 1994; Liu & Var, 1986; Madrigal, 1993; McGehee et al., 2002; Milman & Pizam, 1988; Pérez & Nadal, 2005; Sheldon & Var, 1984; Yoon et al., 1999)	The longer individuals have lived in a community, the more attached they are and hence the more negatively they view tourism - Conflicted
Community Attachment	Place of Birth	(Andereck et al., 2005; Choi & Murray, 2010; Harrill, 2004; Lankford, 1994; Madrigal, 1993; Pérez & Nadal, 2005; Sheldon & Var, 1984; Yoon et al., 1999)	When people are born in a community, they are more attached and hence the more negatively they would view tourism development.
Community perceptions of tourism	Distance from Tourism zone	(Andereck et al., 2005; Ap, 1990; Belise & Hoy, 1980; Brida et al., 2011; Harrill, 2004; Korça, 1998; Madrigal, 1993; McGehee et al., 2002; Perdue et al., 1990; Sheldon & Var, 1984)	The greater the distance from the tourism zone, the more negatively individuals would view tourism since they experience fewer benefits regularly.
Community perceptions of tourism	Level of touristic development	(Ap, 1990; Brida et al., 2011; Korça, 1998; Madrigal, 1993; Pérez & Nadal, 2005; Vargas-Sánchez et al., 2014; Yoon et al., 1999)	Heavily developed tourism zones would likely attract more negative perceptions of tourism and therefore less support for further development.
Community perceptions of tourism	Employed in Tourism	(Andereck et al., 2005; Ap, 1990; Brida et al., 2011; Harrill, 2004; Lankford, 1994; Liu & Var, 1986; Madrigal, 1993; Milman & Pizam, 1988; Perdue et al., 1990; Pizam, 1978; Sheldon & Var, 1984; Teye et al., 2002; Yoon et al., 2001)	Individuals employed in tourism would view tourism in a more positive light.
Community perceptions of tourism	Family members employed in Tourism	(Milman & Pizam, 1988; Teye et al., 2002)	Mixed discussion; it has been argued that having a family member employed can promote positive or negative perceptions of tourism.

*Table 2-1 continued:
Community perceptions of tourism Elements*

Theme	Community perceptions of tourism Element	Sources	Hypothesised nature and literary consensus
Community perceptions of tourism	Income from Tourism	(Andereck et al., 2005; Harrill, 2004; Kaltenborn et al., 2008; Korça, 1998; Madrigal, 1993; McGehee et al., 2002; Milman & Pizam, 1988)	Individuals who receive a large portion of their income from tourists would perceive tourism positively.
Community perceptions of tourism	Tourism Knowledge	(Andereck et al., 2005; Brida et al., 2011; Pérez & Nadal, 2005)	The more knowledgeable the individual regarding tourism, the more positive tourism would be perceived.
Community perceptions of tourism and Attachment	Involvement in Decision-making	(Andereck et al., 2005; Choi & Murray, 2010; Harrill, 2004; Lankford, 1994; Madrigal, 1993; Nunkoo & Ramkissoon, 2011; Teye et al., 2002; Yoon et al., 1999)	Those who felt involved in communities' tourism decisions would perceive tourism more positively.
Community perceptions of tourism	Contact with Tourists	(Andereck et al., 2005; Belise & Hoy, 1980; Brida et al., 2011; Brougham & Butler, 1981; Pérez & Nadal, 2005; Pizam, 1978; Sheldon & Var, 1984; Yoon et al., 1999)	Individuals who experience increased and more frequent contact with tourists would perceive tourism more positively.
Community perceptions of tourism	Tourist density	(Brida et al., 2011; Brougham & Butler, 1981; Liu, Sheldon, & Var, 1987; Pérez & Nadal, 2005; Pizam, 1978; Sheldon & Var, 1984; Vargas-Sánchez et al., 2014)	Communities experiencing a lot of tourism would perceive more negative impacts of tourism
Community perceptions of tourism	Use of Tourism Facilities	(Brida et al., 2011; Korça, 1998; Pérez & Nadal, 2005; Yoon et al., 1999)	If individuals frequented those facilities utilised or originally built for tourists, more positive perceptions of tourism would be apparent.
SET	Perceived Economic Benefits	(Andereck et al., 2005; Harrill, 2004; Kaltenborn et al., 2008; Korça, 1998; Pérez & Nadal, 2005; Pizam, 1978)	Individuals who perceived economic benefits resulting from tourism would perceive tourism more positively and support further tourism development.
SET	Perceived Economic Costs	(Korça, 1998)	Individuals who were conscious of economic costs due to tourism, would view tourism negatively and would not enthusiastically support tourism development.
SET	Personal Benefit from tourism	(Andereck et al., 2005; Ap, 1990; Harrill, 2004; Kaltenborn et al., 2008; McGehee et al., 2002; Oviedo-Garcia et al., 2008; Perdue et al., 1990; Teye et al., 2002; Vargas-Sánchez et al., 2014; J. Williams & Lawson, 2001)	If one perceives benefits from tourism, one is more likely to support further tourism development
SET	Tourism's perceived positive impact	(Choi & Murray, 2010; Harrill, 2004; Liu & Var, 1986; Nunkoo & Ramkissoon, 2011)	If individuals perceived generic positive impacts of tourism then there is more support for tourism development.
Community Attachment	Community Attachment	(Andereck et al., 2005; Brida et al., 2011; Choi & Murray, 2010; Harrill, 2004; Kaltenborn et al., 2008; Liu et al., 1987; McGehee et al., 2002; Nunkoo & Ramkissoon, 2011; Oviedo-Garcia et al., 2008; Sheldon & Var, 1984; Vargas-Sánchez et al., 2014; Yoon et al., 1999)	Individuals who were more attached to the community would be more aware of the negative impacts of tourism and hence, less likely to support further tourism development.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 2-1 continued:
Community perceptions of tourism Elements

Theme	Community perceptions of tourism Element	Sources	Hypothesised nature and literary consensus
Demographics	Education	(Kaltenborn et al., 2008; Korça, 1998; Liu & Var, 1986; Madrigal, 1993; Milman & Pizam, 1988; Teye et al., 2002)	Overall, unspecified, however a few instances have argued that the more educated the individuals, the more positive tourism would be perceived (Korça, 1998).
Demographics	Age	(Brougham & Butler, 1981; McGehee et al., 2002; Milman & Pizam, 1988; Pizam, 1978)	Mixed discussion – older individuals either view tourism more positively or negatively than younger individuals.

Source: Author

2.5.1.1. Community perceptions of tourism Elements

Length of Residency. A popular element included under Community perceptions of tourism and Community Attachment considers how long participants had been a resident in the community being studied (see Table 2-1). Brougham and Butler (1981) were among the first to posit a potential influence on perceptions of tourism based upon how long one had lived in the area. Andereck et al. (2005) explained that as an element of Community Attachment, the longer an individual lived in an area, the more attached to the community they were likely to be, and therefore, the more negative the perception of tourism's impact they would. Sheldon & Var (1984) considered residents' perception of tourism in North Wales. They suggested that lifelong residents remembered what the destination used to be like and have witnessed the complexity of change, along with a feeling that tourists do not understand their way of life (Sheldon & Var, 1984, p. 43) culminating in a more negative perception of tourism. While conducting research in Hawaii, Liu & Var (1986) found that length of residency, along with ethnicity, had the most significant differences when it came to residents' perceptions of tourists' impacts on the local economy, environment, and socio-cultural setting. While they identified that most significant differences occurred regarding economic, socio-cultural, and environmental factors, the direction of the differences are not clear; it is not evident how more recent residents viewed impacts over older residents. In a similar situation, Yoon et al. (1999) discovered that individuals who resided in the destination for a long period of time were less influenced by economic impacts, more resilient to environmental deterioration,

and were more willing to be involved in recreational activities. In this situation, residents' expressed seemingly mixed views depending on their length of residency; while they were more resilient, they were also less likely to be swayed by the potential benefits of tourism.

Conversely, Choi and Murray (2010) and McGehee, Andereck, and Vogt (2002) found that the longer individuals have resided in an area, the more likely they would associate with the positive impacts of tourism, by being more attached to the community. To further add to the discrepancies on this topic, other researchers found no relationship between length of residency and positive or negative perceptions of tourism (Andereck et al., 2005; Brougham & Butler, 1981; Lankford, 1994; Milman & Pizam, 1988). While these discrepancies have occurred, little has been offered to indicate why they may have occurred. It is possible that the discrepancies are not down to a temporal relationship between length of residency and perceptions of tourism, but rather a more qualitative emotional element of attachment. That is, how attached an individual feels. It is also conceivable that in some communities, individuals who have been resident for a number of years feel attached to the community, and therefore may follow Andereck et al.'s (2005) postulation that the longer the residency, the more negative the perception of tourism. However, in other communities, individuals could have been resident for a long period of time yet, for whatever reason, do not feel attached to the community, and therefore are less concerned with the community's well-being. This could then result in the opposite effect (Choi & Murray, 2010; McGehee et al., 2002) or indifference (Andereck et al., 2005; Brougham & Butler, 1981; Milman & Pizam, 1988).

Place of Birth. In a similar note to length of residency, place of birth considered if an individual had been born in the community being studied. Considered for both Community perceptions of tourism and Community Attachment (see Table 2-1), this element theorised that an individual who was born in a community would hold more negative perceptions or consider the negative impacts of tourism more than the positive (Andereck et al., 2005). As with length of residency, Sheldon and Var (1984) suggested that those born in the area and who were lifelong residents were more sensitive to the impact tourism had on their way of life. Similarly, Yoon et al. (1999) found that individuals who had been born in the destination were likely to be more affected by the social impacts of tourism while also being more

willing to participate in recreational activities. These factors were often analysed through the construct of Community Attachment. Choi and Murray (2010) conversely found that those born in the location and having strong community attachment would view tourism development more positively. Other researchers (Andereck et al., 2005; Lankford, 1994) found no significant relationship between place of birth and attitudes towards tourism. The degree of attachment, as with length of residency, is still an element that requires careful consideration. Andereck et al. (2005) and Choi and Murray (2010) used place of birth as a factor within community attachment and correspondingly related community attachment to attitudes towards tourism. However, if one is born in a destination, it is no guarantee that they are attached to that destination or feel part of the community. Particularly in an expatriate setting, an individual born in a destination may still not feel a member of that community, instead preferring their parents' destination. Alternatively, in a transient society, an individual may have been born in a specific destination, left, and later returned. In this case, they may not yet feel part of the community, or feel torn between multiple communities (Saxenian, 2006; Yiu, 2008), and therefore hold a different perception of tourism to those born and brought up in the community.

Distance from Tourism zone. From a Community perceptions of tourism perspective, Belise and Hoy (1980) first proposed the idea that the further an individual resided from the tourism zone, the less contact they would have with tourists, and therefore would hold different perceptions of tourism (see Table 2-1). This element was one of the few which seemed to demonstrate more consistency in previous studies, with many studies finding that the further the individual resided from the tourism zone, the less likely they were to be aware of the positives of tourism, as opposed to the negatives, resulting in negative perceptions of tourism (Belise & Hoy, 1980; Perdue et al., 1990; Sheldon & Var, 1984). Conversely, Korca (1998) found that the further an individual was located from the tourism zone, the more they supported tourism.

In a similar vein to tourist density – explained later in the review, the seasonality of tourism also needs further consideration (see for example Brida et al., 2011; Faulkner & Tideswell, 1997). In Brida et al.'s (2011) study, seasonality was considered from the perspective of the nature of a destination's seasonality.

Large differences in tourist numbers between the peaks and troughs of a destination's seasonality could result in positive perspectives of tourism, by giving residents a 'break from tourism' or could result in negative perspectives since the dependence and damage of tourism will be evident. Extending this impact, the timing of the study is a vital, yet under-represented area that must be considered. Participants who are surveyed during a peak in tourism numbers may have different perceptions of tourism than those surveyed during a lull in numbers. Additionally, the survey's temporal proximity to major holidays or events must also be considered. A survey conducted before, during, or after a major international business, entertainment, sporting or religious event, such as the Olympics or Hajj, could have potentially very different results, due to the type of tourists visiting and residents' awareness of tourists. The tourist zone should also be linked to the type of tourist in an area. That is, a study conducted around more modern attractions may report different community attachment results to a study being conducted in a historical or cultural site. It is possible that at a modern attraction, tourists could 'blend in' and hence be less noticeable. Furthermore, a modern, and potentially more constructed site, could tolerate a larger number and variety of tourists and their respective behaviours than a more historical or cultural site. This potential impact of the type of tourist has not been thoroughly examined in the extant literature on perceptions of tourism (see Tosun, 2002) and requires consideration in order to fully understand residents' perceptions of tourism. Several further potential confounding variables are lacking in explanation and hence require empirical research to analyse their true impact. Furthermore, if the connection to the expatriate is considered, the type of tourist – and the corresponding facilities – may be more or less conducive to expatriate involvement and adjustment. Hypothetically, business travellers' motives could pose minimal impact on the expatriate due to their relatively limited involvement in the wider community. Most of the facilities established for business travellers are also likely to be similar to those needed for the functioning of a modern cosmopolitan city and consequently have relatively limited impact on the expatriate – other than from a business perspective – with the possible exception of more established organisational socialisation elements being present (Ashforth, 2012; Fu et al., 2017; Van Maanen and Schein, 1979; see the following discussion on tourist facility usage). Leisure travellers, conversely, could offer

greater opportunities through more cultural and informative tourist facilities. VFR travellers may also offer more specific adjustment and socialisation opportunities to expatriates by encouraging and facilitating their learning about the host destination (Dutt & Ninov, 2017) and strengthening social networks (Capistrano & Weaver, 2017). The act of hosting VFR travellers has been found to improve understanding of the destination for expatriates due to their involvement in residential and tourism facilities while entertaining their VFR visitor (Dutt & Ninov, 2017; Griffin & Guttentag, 2017). Griffin and Guttentag (2017) actually claimed that expatriate – or migrant hosts – participated more than the national host in touring local establishments as they clearly used the act of hosting as a learning opportunity.

The cultural origin of the tourist also has received limited consideration from many studies in the community perceptions of tourism literature (Ahn & McKercher, 2015; Leung, Woo, & Ly, 2013; Ng, Lee, & Soutar, 2007; Zaidan, 2016; Zaidan & Kovacs, 2017). Tourists from a more similar culture could be looked on more favourably by residents because they are less obvious than more culturally distant tourists (see Ahn & McKercher, 2015; Harvey & Novicevic, 2000; Jun & Gentry, 2005; Kogut & Singh, 1988; Zaidan, 2016). This element has been discussed in the literature relating to expatriate adjustment, termed Cultural Distance, which could be potentially insightful to explore in a community perceptions of tourism setting, by offering further insight on factors influencing perceptions of tourism – this time in terms of the tourists' demographics. The degree of similarity between the tourists' and hosts' culture may impact how positively tourism is perceived. The Cultural Distance hypothesis proposes greater contact when two individuals from similar cultures interact (Hemmasi & Downes, 2013). While Hemmasi and Downes discussed this potential occurrence for expatriates, it is possible that a similar scenario is present between the resident and the tourist. With tourists from a similar culture, it is possible that fewer stereotypes will be formed (Reisinger, 2009), which could normally restrict interactions. Residents could also demonstrate greater understanding and tolerance towards tourists from a similar culture. However, the Culture Distance Paradox (Jun & Gentry, 2005) conversely predicts that more similar cultures may, in fact, struggle to interact more than distinct cultures (Ahn & McKercher, 2015).

The Cultural Distance hypothesis is reflected in the following Figure 2-2. Out of the three countries represented in this example, the Cultural Distance Hypothesis would predict that individuals from the USA and Denmark would have fewer issues than USA and India or Denmark and India, due to the cultural similarities. The Cultural Distance Paradox, however, proposes that individuals from India would have fewer issues than those from Denmark when visiting the USA because of the obvious cultural differences between the countries.

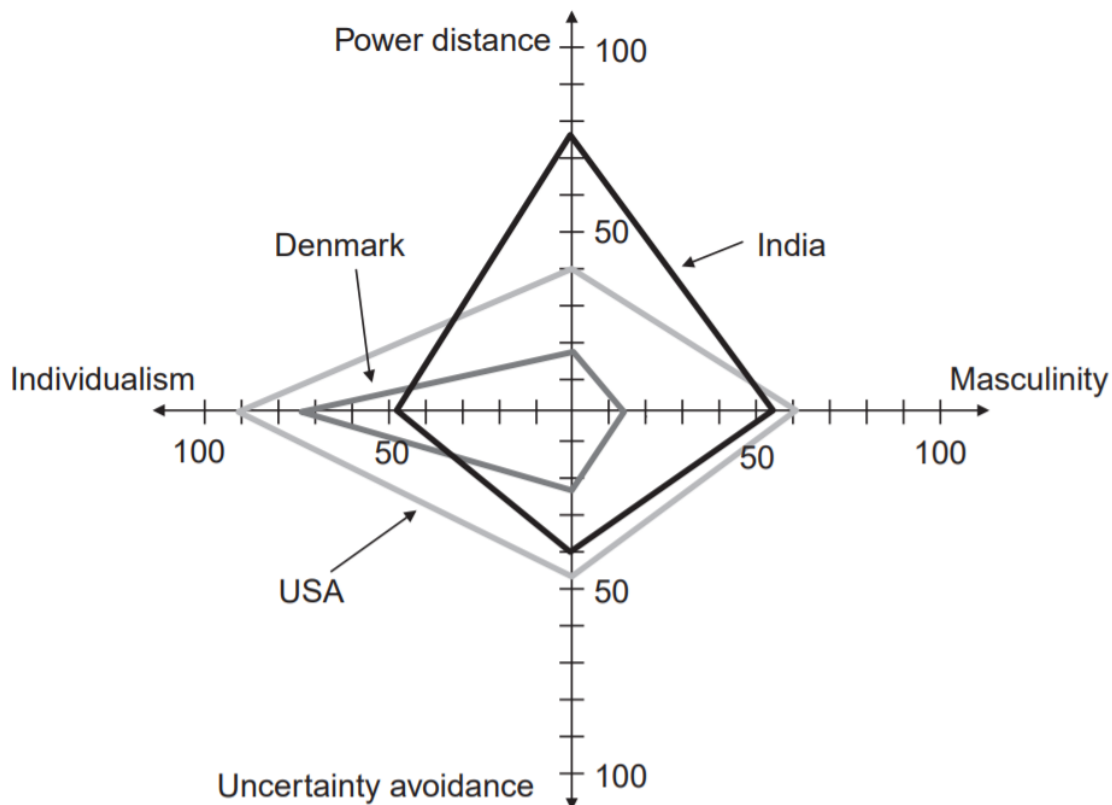


Figure 2-2:
Defining and Measuring Cultural Distance
Source: (Ghemawat, 2017, p. 245)

While, in the expatriate sense, this is likely due to one party not expecting any cultural difference and is consequently shocked when a difference is present (Ghemawat, 2017; Hemmasi & Downes, 2013), in the tourism sense, residents could be embarrassed or feel more awkward around similar cultures, when compared to different cultures. The exact nature, or even presence, of the impact of cultures on perceptions of tourism is unknown, but warrants further consideration.

Level of Touristic Development. It has been proposed that the more developed a destination's tourism market, the more negative the perception of tourism

(Madrigal, 1993), or the less support for future tourism development (Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2011; Vargas-Sánchez et al., 2014) (see Table 2-1), especially from an environmental stand-point (Yoon et al., 1999). Madrigal (1993) added that if individuals believed they could influence decision outcomes, or if they perceived tourism businesses as having low political influence, they held less negative views of tourism. This tied the level of development into a number of other areas such as community involvement and perception of business or government involvement (Lankford, 1994). One element relating to tourism development that deserves further analysis is the destination's experience with development. A destination that has been growing for many years may be more tolerant towards tourism development while, a destination that has started development relatively recently may be more sensitive to tourism development (see Liang & Hui, 2016). In the case of Dubai, for example, tourism development has been a relatively recent occurrence, compared to the likes of Sharm el Sheikh, Mecca, New York, or London. As a result, residents' attitudes towards tourism in Dubai could be very different to those of other major destinations (see Zaidan, 2016; Zaidan & Kovacs, 2017). Additionally, in 'newer' or less developed tourist destinations, the resident may feel a need to adapt and change their lifestyle and culture to better match the tourist, their behaviour and expectations, often referred to as the Demonstration Effect (Reisinger, 2009). Such an action may occur as hosts attempt to offer what they think tourists expect or because they want to experience what they see on TV – especially when the culture is adapted towards a more Western one. As a result the resident is more likely to feel resentful of the tourist since they feel that the tourist is, in some way, forcing them to adapt and change in a possibly unwanted manner (Monterrubio & Mendoza-Ontiveros, 2014). Theoretically, understanding the impact of the destination's experience with tourism development will add a new element of consideration to the current understanding of community perceptions of tourism. The omission of this element could represent a critical gap in our understanding of the factors that affect a community's perception of tourism. In a similar light, the destination's experience with expatriates may influence perceptions of tourism. Newly emerging popular tourist destinations which have a history of high expatriation figure may be more tolerant of tourists since many of the systems tourists may seek may already be

in place to assist the expatriate, or even vice versa. The host population could be more familiar with dealing with foreigners and their transient nature and hence not be overly shocked with increasing tourist, or expatriate, numbers.

Employment in Tourism. Often described as economic dependency, employment in tourism businesses is another element which occurs in the Community perceptions of tourism and Community Attachment literature (see Table 2-1). It was theorised that the more economically dependent an individual was on tourism, through a tourism-based job, the more positive their perceptions of tourism (Pizam, 1978). This hypothesis has held relatively consistent, with a number of researchers agreeing with Pizam's (1978) original argument (Madrigal, 1993; Milman & Pizam, 1988; Perdue et al., 1990). Conversely, Teye, Sonmez & Sirakaya (2002) found that employment in tourism was related to more negative perceptions of the impacts of tourism, while Lankford (1994) and Liu and Var (1986) found no significant impact. The type of tourist would, again, be important to consider here, along with the type of work being done. Business tourists' behaviours and demands, for example, may be much easier to predict for hotel staff than for leisure tourists. At the same time, retail stores catering mainly to tourists may not interact frequently with business travellers, and so prefer the leisure traveller and their greater expenditure (see Davidson & Cope, 2003, p. 7). The literature considering employment in tourism has not considered either of these elements, which could explain these slight discrepancies.

Family Member Employment in Tourism. A small number of researchers have extended the employment in tourism element to also consider the employment of family members (Milman & Pizam, 1988; Teye et al., 2002). Within this literature, no consensus has been offered regarding the influence it has on perceptions of tourism (see Table 2-1). Teye et al. (2002) found that having a family member employed in tourism decreased the perception of tourism, possibly due to the family member's negative stories regarding tourism interactions, in a work context. Milman and Pizam (1988) on the other hand, found a positive relationship. As with the employment in tourism element, the nature of the job and the tourist may offer potential confounding variables here. Additionally, for the family member element, the nature of the relationship between the participant and family member could explain strong positive or negative attitudes towards tourism. A more distant relative may not meet the participant very regularly and

hence summarise a year's worth of work stories into a one or two hour interaction. Hypothetically, exaggeration of events or attitudes may be more apparent in this scenario over a relative who is seen on a more frequent basis. While this argument is in itself moot, the participant will hold this attitude whether the relative is close or distant, it is important to understand how participants' perceptions are formed in order to help manage potential consequences, and possibly change their perceptions of tourism.

Tourism Income. It has been proposed that if individuals received income from tourism, a more positive perception of tourism would be held (Andereck et al., 2005) (see Table 2-1). While not many studies have directly tested this element, a consistent result is evident, with Andereck et al. (2005) and Korca (1998) supporting the proposition. This proposition is similar to that of employment in tourism, reflecting a dependence on tourism. While both studies found a link between tourism related income and a positive perception of tourism, Andereck et al. (2005) considered residents' perception of tourism, while Korca (1998) considered residents' attitudes towards tourism development. It is unclear, however, how this perception will hold at the same location, over the same time period, since both previous studies were conducted at different dates and in different locations.

Tourism Knowledge. A small number of studies considered the impact of participants' tourism knowledge, sometimes described as 'informedness' (Šegota et al., 2016) on perceptions of tourism (see Table 2-1). Andereck et al. (2005), for example, found that the more knowledgeable the participant was about tourism, the more they supported tourism. Only Brida et al. (2011) also considered this element, but only as a discussion point, referring back to Andereck et al. The source of this tourism knowledge is a valuable area lacking consideration and raises the question of whether residents gain their knowledge from education, experience from serving tourists, experience from being a tourist or through social networks?

Decision Involvement. Involving the community in the decision making process has received consideration in the Community perceptions of tourism and Community Attachment literature (see Table 2-1), although mostly in a descriptive sense, with little statistical analysis being conducted (Andereck et al., 2005;

Harrill, 2004; Nunkoo & Ramkissoon, 2011; Yoon et al., 1999). It was proposed that if the community were more involved in decision making, they would view tourism more positively since they could exercise some element of control over it (Madrigal, 1993). It is notable that although involvement does not necessarily result from local control over foreign control (Blackstock, 2005). While increased supporting resulting from greater involved was supported by Madrigal (1993), Choi and Murray (2010) and Teye et al. (2002) found the opposite: that those more involved viewed tourism more negatively. As Choi and Murray (2010) explain, the initiator in this case is unknown; residents could view tourism negatively and so become more involved to help 'fix' the problems. Teye et al. additionally explained that while their participants' perception of tourism were lower if they were involved, they were also more willing to "...bear the inconveniences..." (2002, p. 682). Regardless of the initiator, many researchers have suggested that involving the community is paramount to a successful tourism system (Teye et al., 2002). The extent of hosts' involvement in tourism could benefit from further consideration over what is currently available in the literature; does involvement include having one's opinion asked, or does it consider a more active role in tourism development such as employment or task forces? Gu and Ryan (2010) for example differentiated self-image in a tourism setting into stages of having one's opinion heard, followed, and accepted as successful. Additionally, Wang and Wall (2005, as cited in Gu & Ryan, 2010) suggested a difference between participation wherein the receiving of benefits was seen as more important than participation in the planning process. While these factors do not necessarily directly apply to involvement, it is important to understand if a similar relationship is present when considering community involvement.

Tourism Contact, Density, and Facility Usage. It has been proposed that residents who have more contact with tourists will perceive their impacts more positively (Andereck et al., 2005; Brougham & Butler, 1981) (see Table 2-1). The situations in which contact is made, however, have rarely been considered in the extant literature. The only vague focus in this area has been when participants were asked about the usage of tourist facilities (Korça, 1998; Yoon et al., 1999). Contact that occurs through the course of one's job may result in very different perceptions to those that occur during leisure time. When the use of tourism

facilities was considered, Korca (1998) proposed that the more residents used tourism facilities, the more positive their perception of tourism, possibly due to increased contact with the tourist. It has also been suggested that the greater the density of tourism in a destination, the more negative the perceptions of tourism (Vargas-Sánchez et al., 2014), much in line with the pre-existing discussion of carrying capacity (Williams, 1994, p. 431). Carrying capacities have been used to predict an acceptable level of development that considering the impact on the destination's physical and psychological environment (Williams, 1994). When considering the case of community perceptions of tourism, the psychological carrying capacity is of most interest here; how many tourists can a destination accommodate before the local population cannot cope anymore? In the case of tourism contact (Andereck et al., 2005; Belise & Hoy, 1980; Pizam, 1978) and the use of tourism facilities (Korça, 1998; Yoon et al., 1999), the general consensus agrees with the aforementioned positions; greater contact with tourists and increased usage of tourist facilities does promote more positive perceptions of tourism. Density, however received mixed results. Korca (1998) agreed with the postulation, while Sheldon and Var (1984) found the opposite, possibly in a similar light to tourism contact where greater density results in more positive perceptions of tourism through more interaction with tourists. Vargas-Sanchez, et al. (2014) and Brougham and Butler (1981), found mixed results regarding density.

Education. Some previous research has considered an individual's education as a factor impacting their perception of tourism, as can be seen in Table 2-1. Most studies explain that the more educated an individual, the more positively they perceive tourism (Korça, 1998; Teye et al., 2002). As the base of this premise, it has been proposed that individuals with greater education have a greater desire to associate with foreign tourists (Teye et al., 2002). The reason for this desire is, however, not analysed. Other studies that tested education found no significant differences, suggesting that education did not impact an individual's perceptions of tourism (Liu & Var, 1986; Milman & Pizam, 1988). While no exact reason is apparent for these conflicting findings, beyond possible differences in the variable's measurement, the cultural and social base of the destinations being studied may prove to be a confounding variable. Furthermore, the type of

education – in terms of subject – has also not been considered. Those who have studied tourism-related subjects, for example, may hold alternative perceptions of tourism to those who have studied alternative subjects.

Age. A small number of studies have considered the participant's age and their perception towards tourism (Brougham & Butler, 1981; McGehee et al., 2002; Milman & Pizam, 1988; Pizam, 1978) (see Table 2-1). Broughman and Butler (1981) considered how the age of participants influenced their perceptions of second home owners, where they suggested that younger participants held more negative perceptions of tourism. They claimed that this could result in greater disapproval of second homes in the future. The reason for younger participants' negative perceptions was not specifically identified, nor how this perception would change over time. Younger participants may hold more negative perceptions of second homes because, for example, they experience greater housing prices and therefore find it difficult to get started on the property ladder. This perception could change as they age, receive greater salaries and are already established in the housing market. In studies related to Visiting Friends and Relatives, age has been described as a constraint, in which the age of the visitor or the host limited their level of interaction due to an inability to attend specific functions or events (Dutt et al., 2015). To be able to accurately discover the perceptions among youths of second homes, and tourism for that matter, and how this may change over time, more longitudinal studies are needed (Sharpley, 2014). When considering perceptions of tourism impacts on a Welsh community, Broughman and Butler (1981) suggested that older generations perceived fewer impacts of tourism on the Gaelic language. The origin of these impacts should be considered however; if the impacts are occurring mostly in a technological manner, it is possible that younger and more tech-savvy participants are more aware of the impacts. In McGehee et al.'s (2002) study, age was found to have a significant, negative relationship with negative perceptions of tourism. That is, the older the participant, the less they agreed with negative statements about the impact of tourism. This relationship was also extended to positive statements regarding tourism; the older the participant, the more they agreed with positive statements relating to tourism. McGehee et al. (2002) suggested that the association between age and perceived impacts may be because as participants get older, they are able to encounter more opportunities to benefit from tourism. This suggestion somewhat

contradicts Broughman and Butler's (1981) stated assumption of an unchanging perception, regardless of age. A longitudinal study and a better understanding of why participants view tourism in the way they do is needed to understand which of the two scenarios is more likely. Pizam (1978) found the older the participant, the more positive the perception of tourism. However, in this case, age was a component of a model profile and not a stand-alone element. Nevertheless, a relationship was present. Only Milman and Pizam (1988) found no significant relationship between age and perceptions towards tourism. While no specific reason is available for this one discrepancy, it is possible that this result arose out the study's location; Florida's position and reputation as a tourism destination (Milman & Pizam, 1988) could mean that regardless of participant's age, residents understand the nature and importance of tourism to the local economy, hence a similar view of tourism has arisen. This could suggest a more widespread literary gap relating to the various cultural bases of studies; studies conducted in different cultural backgrounds may result in conflicting results. The potential impact of culture is explained further in the following section.

There are several gaps and discrepancies in the literature which must be addressed to allow a thorough and accurate understanding of Community perceptions of tourism to develop. Without this further understanding, several potentially significant flaws are present, harming the utility of and insight into Community perceptions of tourism.

2.5.1.2. Limitations of extant Community perceptions of tourism

Literature

While consistencies were found in the literature, several discrepancies were also present, both of which have been highlighted in Table 2-2, along with several additional gaps in the literature.

Table 2-2:
Tourism Literature Agreement, Disagreement, and Gaps

(Dis)Agreement/Gap	Topic	Explanation
Agreement	Distance from Tourism Zone	Those living close to the tourism zone would be more sensitive to the negatives of tourism (Belise & Hoy, 1980). Missing confounding variables: Type of tourist, type of destination, period when survey conducted.
Agreement	Tourism Income	Income from tourism encourages positive perceptions of tourism (Andereck et al., 2005; Korça, 1998).
Agreement	Tourism Knowledge	More knowledge of tourism will provide more positive perceptions of tourism (Andereck et al., 2005).
Disagreement	Length of Residency	Long-term residents viewed tourism more negatively (Sheldon & Var, 1984) versus more positively and with greater resilience to negative impacts (Yoon et al., 1999).
Disagreement	Place of Birth	Individuals born in the destination would view tourism more negatively (Sheldon & Var, 1984; Yoon et al., 1999) versus more positively (Choi & Murray, 2010).
Disagreement	Level of Touristic Development	The more developed the destination, the more negatively tourism will be viewed (Madrigal, 1993). Missing confounding variables: History of tourism development, history of expatriate experience.
Disagreement	Employment in Tourism	Employment in tourism will generate more positive perceptions of tourism (Pizam, 1978) vs. more negative perceptions (Teye et al., 2002) or inconclusive results (Lankford, 1994; Liu & Var, 1986). Missing confounding variables: Type of tourist.
Disagreement	Family member employment in Tourism	A family member employed in tourism will generate negative perceptions of tourism (Teye et al., 2002) versus positive (Milman & Pizam, 1988). Missing confounding variables: the nature of employment, and the type of family relation
Disagreement	Decision Involvement	Individuals involved in decision making would view tourism more positively (Madrigal, 1993) versus negatively (Choi & Murray, 2010; Teye et al., 2002). Missing confounding variables: perception formed before or after involvement.
Disagreement	Contact, Density, Facility	Greater contact with tourists, more use of tourist facilities, and less dense tourist zones will encourage positive perceptions of tourism (Andereck et al., 2005; Korça, 1998). Density – High density versus low density will encourage positive perceptions of tourism (cf. Sheldon & Var, 1984).
Disagreement	Education	Greater education correlations with more positive perceptions of tourism (Korça, 1998; Teye et al., 2002) versus negative perceptions (Liu & Var, 1986).
Disagreement	Age	Older individuals view tourism more positively (Brougham & Butler, 1981; McGehee et al., 2002; Pizam, 1978) versus insignificant effect (Milman & Pizam, 1988). Missing confounding variables: Reason for this perception.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Table 2-2 continued:
Tourism Literature Agreement, Disagreement, and Gaps*

(Dis)Agreement/Gap	Topic	Explanation
Gap	Geographic base	The varying locations of previous studies may explain many discrepancies in the literature (Olya & Gavilyan, 2016)
Gap	Culture	The cultural base of the residents and tourists may encourage different perceptions towards tourism and different levels of support (see Ahn & McKercher, 2015).
Gap	Study process	The act of asking the participants about their views and offering different positive and negative perceptions of tourism may promote specific results
Gap	Confounding variables	The various elements of community perceptions of tourism may act as confounding variables and combine to influence participants' perceptions
Gap	Study period	The period when the study was conducted, proximity to major events etc.

Source: Author

Many of these discrepancies could be down to geographical and temporal differences between the studies, which have yet to be fully accounted for. Teye et al. (2002), for example, was the only study conducted in Africa and seemed to contradict those of other researchers on many occasions, such as participants' involvement in decision making, and the employment of a family member in tourism. On a similar note, the studies by Belise and Hoy (1980) and Brougham and Butler (1981) were conducted nearly 40 years ago and therefore their findings could be challenged today as tourism has become a more popular and better understood occurrence (see UNWTO, 2014). The mixed findings relating to participant demographics has made the grouping of perceptions according to demographics a difficult exercise. Similarly, Jackson and Inbakaran (2006) claimed that personality is a potential element that could also be used to categorise residents' attitudes towards tourism.

Individuals' cultural classification could also offer a potential independent variable by which residents' attitudes could be categorised, requiring further academic analysis (Ahn & McKercher, 2015). This is an important oversight because it is possible that, for example, an individual from a high Power Distance society, following Hofstede's definition – "the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is

distributed unequally” (Hofstede & Bond, 1988, p. 10) - may not express strong negative feelings towards tourism if their government openly supports tourism. In this scenario, it would be perceived as unacceptable for an individual to openly harbour or express disagreement with the higher authority of government. Similarly, an individual from an Uncertainty Avoidance culture may harbour more negative perceptions of tourism because of the uncertainty surrounding tourism. While this is speculative, the uncertainty surrounding the influence of culture justifies further consideration. The role of culture is addressed in more depth later in this review, concerning its impact on Community perceptions of tourism and expatriate adjustment. A similar role may exist in the touristic sense, acting as a variable influencing perceptions of tourism (see Olya & Gavilyan, 2016).

The impact of studies themselves may also cause bias for example individuals may view tourism in a positive light, however, when they are surveyed and presented with the possible negative impacts of tourism, their perception may adjust. The act of measurement has, therefore, distorted the results (see Heisenberg’s Uncertainty Principle; Furuta, 2012). The extant literature has not considered these factors as confounding variables of each other; that is, in general, the literature has reviewed the impact of, for example, length of residency, employment in tourism, and involvement in decision making as three independent factors that influence an individual’s perception of tourism. If, however, these factors also influence each other, it may explain the resulting discrepancies in the literary discussions. For example, an individual who, because they have lived in a region all their life, may wish to feel involved in decision making and may, therefore, seek employment within tourism to be more involved. The main influencer on the individual’s perception of tourism is not, therefore, involvement or employment in tourism, but rather an individual’s length of residency. The opposite is also possible where interest in tourism encourages involvement. A better understanding of the factors’ that impact upon perceptions of tourism is needed as well as further analysis into how these factors impact one another.

In terms of the geographic context, a contemporary Middle-Eastern focussed study would provide an important empirical contribution to previous literature (Sharpley, 2014), by exploring the nature of the aforementioned elements in a region experiencing increasing tourism numbers (see UNWTO, 2014). While

several community attachment antecedents have been considered by the extant literature (Andereck et al., 2005; Belise & Hoy, 1980; Choi & Murray, 2010; Liu & Var, 1986; Pizam, 1978; Sheldon & Var, 1984; Yoon et al., 2001) some additional confounding variables should be considered. For example perceptions of tourism may differ given the various types of tourists who visit the destination being researched, the political and economic environment the study was conducted in, or the proximity of the study to major events or holidays. There has also been limited consideration towards the nature in which perceptions could be formed; interactions might take place at work, through conversation, at entertainment sites, or in other settings. Each location could potentially offer a different form of interaction and result in a different perception towards tourism (see Liang & Hui, 2016). Hence, the choice of the setting is important and needs to be explained in that geographical context, although to date there has been very little consideration of this.

Of further importance is the expatriate's perception of tourism. Throughout the literature relating to Community perceptions of tourism, the expatriate market has generally been ignored. Katlenborn et al. (2008) and Barnett (2014) considered residents' perceptions to second home tourists; individuals who travel to an area in which they own a second home. This has been the closest attempt to include more expatriate-styled individuals in Community perceptions of tourism research. Fallon and Kriwoken (2003) and Gu and Ryan (2010) have both argued that the 'resident market' considered in Community perceptions of tourism literature is not homogenous, and yet is treated as such (Sharpley, 2014). However, both papers have considered the potential heterogeneity of residents as a discussion topic, with no empirical consideration. The main focus has therefore been to propose that "...the fact that a group of people live in the same geographical area does not mean they belong to the same 'community'." (Williams & Lawson, 2001, p. 271). Madrigal (1995) considered potential inter-community differences when analysing the resident's perception of tourism and the role of government. In fact, Madrigal was able to cluster the communities researched into 'Realists', 'Haters', and 'Lovers', each with their own perception of tourism. He did apply some level of demographic clustering to form these groups, which were mostly based on their support for tourism. The only demographic characteristic explained in these

clusters considered the residents' place of birth; native born or otherwise (Madrigal, 1995). In a similar light, Segota et al. (2016), classified their 'residents' into four different groups, depending on residents' self-reported level of knowledge; 'resident' was not explored or described to consider national versus expatriate. While a small recognition of the potential differences between resident groups exist, further understanding and analysis is required, particularly with regards to the increasing expatriate market (Shim & Paprock, 2002). In particular, do expatriates form their own sub-group of residents, and do they differ from national residents with regards to their attitudes towards tourism?

In order to add insight on some of the gaps and areas of disagreement in the community perceptions of tourism literature addressed in Table 2-2, a number of hypotheses were developed to specifically address the impact of some of these areas on perceptions of tourism impacts and opinions:

- H_{1a}: There is a statistically significant difference between expatriates' and nationals' perceptions of tourism impact and tourism opinion.
- H_{1b}: There is a statistically significant relationship between duration of residency and individuals' perceptions of tourism impact and opinion.
- H_{1c}: There is a statistically significant relationship between residents' cultural distance and individuals' perceptions of tourism impact and tourism opinion.
- H_{1d}: There is a statistically significant difference between residents' employment in tourism and individuals' perceptions of tourism impact and tourism opinion.

2.6. Objective II: The Participants - Expatriates

When discussing the realm of the expatriate it is important to consider who would constitute an expatriate. Isakovic and Whitman described an expatriate as an organisational employee who would be "...sent 'abroad' on a temporary, fixed-term assignment by his or her employing organization." (2013, p. 162). They further add that this is a relatively narrow perspective to consider expatriates, which excludes the self-initiated expatriate who travels abroad independently to find jobs, rather than being sent by an employing company. One can therefore ascertain that an expatriate is an individual who is sent, or who initiates international travel, for the purpose of work. The nuances between those sent or self-initiated remain to be fully explored (see Isakovic & Whitman, 2013). On the other side of the spectrum, the national has been simply defined as the "local people" of the country in question (Toh et al., 2012, p. 3). Focussing specifically

on the self-initiated expatriate, Myers and Pringle view these individuals almost as a separate category to a 'standard' expatriate assignee, describing them as coming from a "...larger and even more potent global labor market segment than expatriates." (2005, p. 421). This could demonstrate an inherent difference in the nature of the self-initiated expatriate; their different motivators for international employment result in a different type of expatriate, one which has been under-researched (Isakovic & Whitman, 2013; Myers & Pringle, 2005). In a similar frame, highly skilled migrants also have the potential to act as a further sub-group of expatriates, due to the potentially varied range of motivators (Harvey, 2011). Furthermore, it may be possible to draw on the extant understanding of skilled migrants when assessing self-initiated expatriates' motivations (Beaverstock, 2005; Harvey, 2011; Harvey & Groutsis, 2012). Further empirical research will be required on this, however. Further extant literature have reviewed the relationship between migration and the individual's family and – notably – their spouse (Abraham, Auspurg, & Hinz, 2010; Andreason, 2008; Black & Gregersen, 1991a, 1991b; Black & Stephens, 1989; Braseby, 2010; Cho, Hutchings, & Marchant, 2013; Harvey, 2009; Saarela & Finnäs, 2013; Selvarajah & Petzall, 2003; Shaffer, Harrison, Luk, & Gilley, 2000; Yeoh & Khoo, 1998; Yeoh & Willis, 2005), with the assumption that an adjusted family and spouse will support the expatriate worker's own adjustment (Black & Stephens, 1989). When considering the self-initiated expatriate, the perceptions of children or individuals born and/or brought-up overseas appears scant. A child who travels internationally to live is likely to have done so due to the family's relocation (Mayberry, 2016), does this then place them under the category of an expatriate assignee, a self-initiated expatriate, or do they constitute a different typology of expatriate? In a similar light, children who have grown up overseas and now work and live overseas could also form a different typology in themselves; the parents are not enforcing a relocation, yet the child may not have actually left the country and so may still be classified as an expatriate. Would they, in this case, still be classified as a self-initiated expatriate, even though they never actually left the country in which they grew up to become an expatriate? While much of the current expatriate literature rarely considers these situations, literature focussing on Third Culture Kids has reviewed their effectiveness as expatriates (Lam & Selmer, 2004; Selmer & Lam, 2004; see Sousa, Gonçalves, Santos, & Leitão, 2017), and could offer potential

solutions. These would, therefore seem to suggest a third type of expatriate; the expatriate assignee, the self-initiated expatriate, and the Third Culture Kid.

Third Culture Kids (TCKs), a term coined by Useem (1999), refers to children who have spent "...significant portions of their growing years in cultures other than their passport culture. TCKs internalize portions of both their home culture and the host culture, building a new cultural identity that reflects all their experiences without developing a sense of belonging to any single culture." (Bonebright, 2010, p. 351). TCKs therefore appear unattached to a specific culture, making them able to adapt to new situations and cultures relatively quickly (Mayberry, 2016; Yiu, 2008). Lam and Selmer (2004) considered the effectiveness of TCKs as expatriates in Hong Kong and the UK. In their study, TCKs believed that they were different to their home-based peers, giving them a more open-minded, understanding attitude that would prove helpful in expatriate assignments (Andreason, 2003). TCKs could therefore prove to be a third type of expatriate worthy of consideration, one which finds adaptation to new cultures easier (see Sousa et al., 2017). There is relatively little research on TCKs' effectiveness as an expatriate and their adjustment process. Results of TCK adjustment could be used to benefit a general expatriate, or may suggest a more stringent expatriate selection criteria in order to enhance expatriate efficiency. Further understanding is needed of TCKs in various contexts, particularly as the number of TCKs grow through increased expatriation and increased cross-cultural marriages (see Fu & Heaton, 2000; Shim & Paprock, 2002).

Throughout the literature relating to expatriates, both the assignee and self-initiated kind, frequent discussion has revolved around the importance of understanding how expatriates adjust, in order to select more suitable candidates and make sure they are prepared for the expatriate experience (Beaverstock, 2011; Jun & Gentry, 2005). This focus has not, however, been extended to TCKs. In Tung's (1987) research, the complications relating to expatriates, from a business standpoint are clear; excellent performers in the head office could perform poorly abroad and, if they are repatriated, may take time to return to productivity. The result to the business is an unproductive, demoralised workforce, lost business, and potentially high expatriation and repatriation expenses (Feitosa, Kreutzer, Kramperth, Kramer, & Salas, 2014). While somewhat dated, Black et al. (1991) provide powerful statistics to explain the

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

result of a failed expatriation; costs of roughly \$100,000 per premature return, with 30-40% of all American expatriates falling into this category, while another approximately 30-50% remain on assignment but are seen as much less effective, as described by Tung (1987). Andreason demonstrated similar statistics and added that the initial cost of sending employees on a foreign assignment could be at least three times the base salary of a domestic individual (2003, p. 42). Andreason's (2003) criticism of the definition of 'failure', defined as a premature return, offers further personal and business costs, identified by Tung (1987) as: "...loss of self-esteem, self-confidence, and prestige among peers...future performance and family relationships may be affected by this type of assignment failure." (Andreason, 2003, p. 43). Much literary focus has therefore arisen to consider expatriates' adjustment strategies, what is the most effective method to adjust, and any demographic characteristics that may point to a more adaptable potential expatriate (Andreason, 2003; Black et al., 1991; Brewster, 1995; Isakovic & Whitman, 2013; Jun & Gentry, 2005).

Expatriate adjustment considers the degree of comfort or lack of stress from living as an expatriate (Black & Stephens, 1989; Fu et al., 2017). Consequently, an adjusted expatriate would be one who is comfortable and is not overly stressed by their 'new' environment. When analysing expatriate adjustment, three facets have been proposed by Black et al., (1991) considering the type of expatriate adjustment: work adjustment, interaction with the host, and general – or cultural – adjustment. These three facets have been considered by a number of researchers when reviewing elements facilitating expatriate adjustment (Andreason, 2003; Black, 1988; Black & Gregersen, 1990, 1991a; Isakovic & Whitman, 2013). These three facets have been used to better understand the expatriate adjustment process. That is, by dividing expatriate adjustment into work, interaction, and cultural, it is possible to more thoroughly analyse the nature and success of an expatriates' adjustment to a society.

Work adjustment is considered to be how expatriates adjust to their new working environment. This can include elements such as job role, corporate culture, or job constraints, among other elements (Black & Gregersen, 1990). Interaction with the host reflected on the expatriates' adjustment to the local population, their behaviour, and expectations of their own behaviour from the hosts (Black et al.,

1991). The final facet examined expatriate adjustment to the general environment in the new country, which was later redefined as cultural adjustment and used to examine adjustment to the cultural nuances within the new country (Isakovic & Whitman, 2013). In a slightly different perspective, Toh, et al. (2012) added the impact of when the adjustment process starts. According to Toh et al. (2012) whether an expatriate begins his or her adjustment process prior to departure, or upon arrival could impact the socialisation practices being offered to the expatriate and, as a result, the successfulness of the expatriate's adjustment and assignment. Such a perspective has received some previous consideration in the form of pre-departure training (Andreason, 2003; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Black et al., 1991; Isakovic & Whitman, 2013; Jun & Gentry, 2005). Results have suggested that if an expatriate did participate in pre-departure training, adjustment was supported and more successful for the expatriate (Jun & Gentry, 2005) and for the expatriate's spouse (Black & Gregersen, 1991a). However, while these effects have been noted, Toh et al. (2012) viewed the pre-departure activities as their own stage, and a potentially important component to expatriate adjustment. This effectively dichotomised expatriate adjustment into pre- or post-departure. This offered an additional perspective of expatriate adjustment and increased the perceived importance of expatriate pre-departure training.

While these three facets cover many areas of expatriate adjustment, the general, or cultural, adjustment facet seems to be overly broad and ill-defined. The implication is therefore anything that does not fit in the first two facets can be placed under cultural. This may not be narrow enough to do justice to expatriate adjustment. For example, an additional facet of 'lifestyle adjustment' may deserve its own consideration, in a similar manner to that described by Halim, Abu Bakar, and Mohamad (2014). Halim et al. (2014) included 'Personal adjustment' as a facet of adjustment, describing it as an expatriate's satisfaction with life in the host destination. In Black and Gregersen's (1991a) study, positive living conditions were found to enable improved spousal adjustment to the new destination. At the most fundamental level, purchasing power parity differs around the world, making certain lifestyles cheaper or more expensive. The Economist's famous Big Mac Index (The Economist, 2016) suggests that a \$4.80 Big Mac in the US would cost \$2.73 in China, and \$7.76 in Norway. An individual travelling

from the US to China may therefore experience a more exuberant lifestyle if his or her salary is not adjusted, since the cost of living is lower than the US. On the other hand, an individual travelling from the US to Norway may experience a more 'limited' lifestyle if his or her salary is not adjusted, due to the relatively high cost of living. Adjusting to both situations may take time, even though an individual may have adjusted to the work, the interactions with locals, and the culture. It is reputed that Dubai, for example, has a very comfortable and affordable lifestyle for many expatriates in terms of international schools, weather, leisure activities, and quality restaurants (Harper, 2013). As a result, a number of expatriates spend much time enjoying activities which Dubai has to offer, with relatively little regard for the future with, in the case of British expatriates, only around 10% planning monetary savings (Kantaria, 2013). While both sources here are news articles and only refer to the more affluent expatriate, it nevertheless demonstrates that an expatriate living in certain locations could get involved in the comfortable short-run lifestyle, creating problems if and when they relocate to a country with a less luxurious lifestyle, requiring more savings and planning. Hence, full adjustment to a new lifestyle may take significantly longer than expected. This argument, however, requires rigorous empirical research. It is therefore important to consider if additional elements such as lifestyle adjustment should be included, as this will add additional dimensions to the analysis of expatriate adjustment and, accordingly, where tourism may be able to contribute.

Throughout the literature relating to expatriate adjustment, the impact upon the national has been largely missed. While it can be expected that it is mainly the expatriate who is impacted, they are, after all, the ones in a foreign environment, the national may not be entirely immune to the expatriate and also be required to adjust. It is possible that the national is forced to adjust to a certain extent because he or she is now amongst a population with different behaviours and attitudes, which can offset the national's normal routine. Under the theory of acculturation, when one culture interacts with another, there is a two-way exchange of ideas and expectations (Reisinger, 2009). While the extent differs, both parties adjust, especially in an environment such as Dubai, where the national is outnumbered by the expatriate (Isakovic & Whitman, 2013), both parties are likely to require adjustment. This could be exemplified in Dubai where

concerns are arising over the declining use of Arabic (Issa, 2013). In order to understand the national's opinion of the expatriate, and to improve the relationship between both parties, understanding how the national has been required to adjust is an important first step.

The study of the expatriate adjustment process has, on several occasions, taken the approach of socialisation (Fu et al., 2017; Li, 2016; Van Maanen & Schein, 1979), and social integration or exclusion (Murie & Musterd, 2004; Qamhaieh & Chakravarty, 2015). In the specific case of organisational socialisation, Van Maanen and Schein (1979) have provided the definition of socialisation as the process of an individual learning the "...social knowledge and skills necessary to assume an organizational role." (p.3). This has been generalised by Fu et al. (2017) to any environment, not only organisational. Fu et al. (2017) considered the role the organisation can play in helping expatriates to become socialised to the way of the organisation (Ashforth, 2012) and the corresponding impact on their socialisation to society. The extension to wider societal socialisation was theorised and found through social networks (see Guo, Rammal, Benson, Zhu, & Dowling, 2017) and through contacts with host country colleagues (see Black et al., 1991).

Social exclusion has been explained as "...obstacles hindering the participation of certain individuals or groups in the broader society" (Qamhaieh & Chakravarty, 2015, p. 463) and connection to the theory of social integration and social inclusion as opposite side of the scale (Murie & Musterd, 2004). Social exclusion creates a divided society limiting access to resources and experiences (Levitas, Pantazis, Fahmy, Gordon, Lloyd, & Patsios, 2007; Murie & Musterd, 2004), and therefore connected to poverty (Lucas, 2012) and limited expatriate adjustment (Malecki & Ewers, 2007).

Through socialisation and social inclusion, several mechanisms have been proposed to explain how expatriates can adjust to their environment, including: the actions of their company (Black et al., 1991; Black & Gregersen, 1990; Fu et al, 2017; Takeuchi & Takeuchi, 2009), the host national (Andreason, 2003; Black, 1988; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Fu et al., 2017; Li, 2016; Selmer, 2002; Toh & DeNisi, 2007), personal drives to gather the necessary information (Morrison, 1993) or further social networks (Fu et al., 2017;

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Guo et al., 2017). By facilitating expatriate socialisation and social inclusion, expatriates are made to feel more welcome and comfortable, are able to benefit from better cultural adjustment and reduce the uncertainty around their new environment (Fu et al., 2017). Socialisation actions do not, however, result in success for all expatriates. For a number of travelling spouses, several personal identity issues means that there are difficulties with adapting to the new lifestyle and, consequently to adjusting well to the new environment (Collins & Bertone, 2017).

Several confounding control variables have been considered to impact expatriates' adjustment to their new destination and their process of socialisation and social inclusion. These include elements such as cultural distance (Black & Gregersen, 1991a), previous expatriate experience (Brewster, 1995), and family adjustment (Black, 1988). The degree to which these expatriate adjustment variables influence adjustment has been debated in past literature, as highlighted in Table 2-3 and explained in the following section.

Table 2-3
Expatriate Adjustment Elements

Expatriate Adjustment Elements	Sources	Hypothesised nature
Cultural Distance	(Andreason, 2003; Black, 1988; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Black et al., 1991; Brewster, 1995; Isakovic & Whitman, 2013; Jun & Gentry, 2005; Li, 2016; Sambasivan et al., 2017; Sousa, et al., 2017; Selmer, 2002; Shaffer et al., 1999; Shenkar, 2001).	The difference between two different cultures will either draw cultures closer together or repel them.
Duration of assignment	(Ashforth, 2012; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Brewster, 1995; Isakovic & Whitman, 2013; Jun & Gentry, 2005; Takeuchi & Takeuchi, 2009).	The longer an expatriate remains on assignment, the richer their adjustment to the local culture.

Table 2-3:
Expatriate Adjustment Elements

Expatriate Adjustment Elements	Sources	Hypothesised nature
Previous Expatriate Experience	(Andreason, 2003; Black, 1988; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Black et al., 1991; Brewster, 1995; Isakovic & Whitman, 2013; Jun & Gentry, 2005; Li, 2016; Selmer, 2002; Shaffer et al., 1999; Shenkar, 2001).	Individuals with previous experience as an expatriate in general, or in a similar country, will find it quicker and easier to adjust.
Family Adjustment	(Andreason, 2003; Black, 1988; Black & Gregersen, 1991a; Collins & Bertone, 2017; Isakovic & Whitman, 2013; Jun & Gentry, 2005; Li, 2016; Sambasivan et al., 2017; Sousa, et al., 2017; Tharenou & Caulfield, 2010; Takeuchi, 2010; Shaffer et al., 1999).	Individuals whose family are able to will quickly adjust themselves to the new environment.
Interaction with the Host	(Andreason, 2003; Black, 1988; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Fu et al., 2017; Selmer, 2002; Toh & DeNisi, 2007).	Greater interactions with the national will result in greater adjustment.
Personality	(Caligiuri, 2000; Huang, Chi, & Lawler, 2005; Huff, Song, & Gresch, 2014; Li, 2016; Peltokorpi & Froese, 2012; Sambasivan et al., 2017).	Individual's personality influences their degree of adjustment.

Source: Author

2.6.1. Expatriate Adjustment Elements

A number of studies have attempted to address the issue of expatriate adjustment by testing various criteria, proposed to help expatriates adjust such as age, the presence of family, and expatriate training (see Black et al., 1991 for a review of these studies). Chief among these elements, the idea of cultural distance has been frequently discussed as an element hindering or promoting expatriate adjustment.

Cultural Distance. Cultural Distance explores the extent to which cultures are similar or dissimilar (Shenkar, 2001). In the expatriate literature it is suggested that the more similar a culture, the easier it is for expatriates to adjust (Black & Gregersen, 1991b; Sousa et al., 2017) (see Li, 2016; Table 2-3). Hemmasi and Downes (2013) explain that there are four perspectives when it comes to cultural distance; the Cultural Distance Hypothesis, the Cultural Distance Paradox, the Null Hypothesis, and the Asymmetry Hypothesis. As discussed above, the Cultural Distance Hypothesis

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

predicts greater adjustment in similar cultures (Black & Gregersen, 1991b; Black & Mendenhall, 1991; Isakovic & Whitman, 2013; Jenkins & Mockaitis, 2010; Jun & Gentry, 2005). The Cultural Distance Paradox, on the other hand, posits greater adjustment when cultures are dissimilar (Brewster, 1995). The logic here is that in a similar culture, expatriates may become complacent and therefore experience severe culture shock over relatively small cultural differences. When in a different culture, however, the differences are so obvious and expected that expatriates are prepared (Brewster, 1995; Hemmasi & Downes, 2013; Jenkins & Mockaitis, 2010; Jun & Gentry, 2005). The Null Hypothesis suggests that Cultural Distance will have no impact on expatriate adjustment (Hemmasi & Downes, 2013). The final perspective, the Asymmetry Hypothesis, proposes that Cultural Distance may be unidirectional. That is, while Cultural Distance may be important for expatriates from the USA in Germany, it may not be important for German expatriates in the USA (Hemmasi & Downes, 2013). In their analysis, Hemmasi and Downes (2013) found evidence to support the Cultural Distance Paradox and the Asymmetry Hypothesis. Support for the Cultural Distance Paradox also came from Jenkins and Mockaitis (2010) and Jun and Gentry (2005). This cultural distance element, whilst prominent in the expatriate literature, has received limited focus when discussing tourism. It is important to understand how cultural distance is reflected in a tourism setting as this would enable better planning and management of tourists, in line with their cultural distance from the host nation. To extend the Cultural Distance Paradox, Harvey (2008) argued how a more culturally distinct expatriate did not necessarily need to participate in a form of expatriate social network to facilitate adjustment to a new culture. He found that Indians in Boston participated in fewer expatriate events than their British counterparts, possibly supporting the cultural distance paradox. However, in Harvey's case, a temporal component seemed to play a significant confounding role here, wherein length of time in the destination seemed to be a more important variable when considering expatriates' willingness to be involved in expatriate events.

Duration of assignment. It has been proposed that the length of the expatriate's assignment in the destination will have a positive impact on their adjustment (Harvey, 2008) (see Table 2-3). That is, the longer the expatriate remains in the destination, the better their adjustment to the local culture, work style, and interaction with the hosts (Black & Gregersen, 1991b). Black and Mendenhall (1991) suggested that the longer

an expatriate remained in a destination, the more they adjusted. Harvey (2008) found that longer-serving expatriates participated in fewer expatriate events, instead preferring more indigenous social networks. This suggests that the longer the individual resides in the new culture, the better their adjustment to that culture, to the extent that interactions with the host population become more frequent. While these studies have considered the duration of assignment as an important factor, only Black and Gregersen (1991a, p. 469) empirically tested this with relation to the expatriate spouse, finding that the greater the time in the new destination, the better the spouse's general and interaction adjustment. Other researchers have collected data on the length of assignment (Isakovic & Whitman, 2013; Jun & Gentry, 2005), but only for descriptive purposes, to describe the nature of their samples; duration was not further analysed as a potential variable. The exact nature of this element should be carefully considered. The extant literature suggests that the longer an individual is on assignment, the greater he or she adjusts. However, since individuals who fail to adjust often return home (Black et al., 1991), it is possible that the duration of assignment does not help an individual adjust, but rather if they are proficient at adjusting, they will seek to remain in a destination for longer. This requires greater empirical exploration.

Previous Experience. Brewster (1995) explained that individuals with previous experience as expatriates sometimes held the opinion that their experience would help them to adjust to a new assignment (see Li, 2016; Table 2-3). Jun and Gentry (2005) considered expatriate experience as a facilitator of expatriate adjustment. They, along with Selmer (2002), found no significant difference, suggesting that previous expatriate experience in a similar country would not necessarily help expatriates adjust. However, when considering experience in a similar culture helping with social-cultural adjustment, previous expatriate experience did seem to benefit recent arrivals in their adjustment at work. When considering American expatriates in Japan, Black (1988) provided evidence to suggest that previous expatriate experience did help in expatriate adjustment. Shaffer et al. (1999) similarly found that the number of previous expatriate experiences helped with adjustment. The consensus, again, appears to be confused with some studies finding a relationship, others finding no relationship, and others finding relationships only in certain circumstances. It is important to note the lack of consideration of TCKs here. As reported by Lam and Selmer (2004) and Selmer and Lam (2004), TCKs, due to their international up-bringing, have the propensity to become effective expatriates. If the findings of Selmer (2002) are also considered

here, it is possible that individuals who become expatriates later in life, appear to be unable to apply their experience to future assignments (Selmer, 2002; Shaffer et al., 1999), while life-long expatriates are able to adapt to multiple locations more effectively.

Family adjustment. It has been frequently highlighted in the literature that one of the chief reasons for an expatriate's early return from assignment is due to his or her family's inability to adjust to the new culture (Andreason, 2003; Bhaskar-Shrinivas, Harrison, Shaffer, & Luk, 2005; Erogul & Rahman, 2017; Li, 2016; Sousa, et al., 2017; Takeuchi, 2010), or even when contemplating returning home (Harvey, 2009; Konzett-Smoliner, 2016), the family is one of the biggest factors (see Table 2-3). While this element has been discussed by a number of previous studies (Isakovic & Whitman, 2013; Gibson & McKenzie, 2011; Jun & Gentry, 2005), it only seems to have been empirically tested on a handful of occasions, with much agreement in discussions and findings. For example, Black (1988) found a significant, positive relationship between family adjustment and expatriate adjustment, suggesting that if an expatriate's family adjusted to life in the new destination, it helped the expatriate to adjust likewise. Similarly, Shaffer et al.'s (1999) later study agreed with this position, to the extent where cross-cultural trainings were recommended for both the expatriate and the spouse, reflecting the significant role the spouse plays in expatriate adjustment. Family adjustment is a notable component of expatriate adjustment due to its significant impact upon the expatriate's success as well as the added complexity of facilitating the family's adjustment from the perspective of the employer (see Ashforth, 2012, Feitosa et al., 2014; Fu et al., 2017; Van Maanen & Schein, 1979). In some cases, the mere presence of the family was seen as a mechanism of facilitating expatriate adjustment as it allowed an element of normalcy to remain in the lives of both the expatriate and their spouse (Collins & Bertone, 2017). In other cases, the presence of the family and their failed adjustment to the destination lead to the expatriate assignee's failure (Erogul & Rahman, 2017; Gupta, Banerjee, & Guar, 2012). This is most apparent due to the inability of the family – especially the non-working spouse – to establish networks for friendship or assistance (Erogul & Rahman, 2017) including their busy working partner (Ko, 2014). In a slightly different perspective, Tharenou and Caulfield (2010) considered the impact of the family – nuclear or extended – remaining in the host country in the repatriation of the expatriate. It was discovered that the

encouragement of family was positively related to an expatriates' desired to return home (Tharenou & Caulfield, 2010). This further suggests that family play a critical role in expatriates' adjustment and motivation to remain. The role of schooling in children's adjustment is a noteworthy component, with added benefit to the whole family (Andreason, 2003; Aycin, 1997; Gibson & McKenzie, 2011; Nicholson, 1984; OECD, 2015; Sousa, et al., 2017). Erogul and Rahman (2017) provide statistics suggesting that significant proportions of expatriates travel with their family, and over a third of expatriate assignments are rejected due to family issues or concerns over spousal careers (p. 5).

Interaction with the host. It has been postulated that greater interaction with the host can also facilitate greater expatriate adjustment to the host destination (Selmer, 2002) (see Table 2-3). This element has been considered as one which not only can help the expatriate to adjust, but also a facet of expatriate adjustment (Black & Gregersen, 1991b). Black et al. (1991) suggest that this is one of the more difficult areas of adjustment, seemingly due to the extent of cultural distance. Empirically, Black (1988) and Black and Gregersen (1991b) both measured this element and found that greater interaction with host nationals proved significant in helping expatriates adjust to their new environment. A number of other elements have also been considered by different researchers, although relatively infrequently. Such elements included foreign language skill (Shaffer et al., 1999), life skills, in-country support, cultural empathy (Andreason, 2003), personal norms matching the host culture (Jun & Gentry, 2005), knowledge of the country (Black, 1988), and the number of previous visits to the destination (Black & Gregersen, 1991b). Toh et al. (2012) have suggested that limited host interaction could occur due to an unwilling host, possibly because of a perceived injustice, e.g. unfair pay scales, or because the expatriate is obviously from a different group to the national. That is, since the expatriate is from an 'out-group' fewer socialisation opportunities exist in which the expatriate and national can interact and share information and knowledge. Toh et al. (2012) further explain that through this increased socialisation with the national, the expatriate can learn about the new destination and therefore adjust more efficiently. If greater socialisation occurs, there is likely to be more opportunities for both the expatriate and the national to influence one another. It is possible that increased socialisation could be explained and encouraged by the theory of homophily, explained in more detail later.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Personality. Several studies have considered the role of expatriates' personality in their adjustment to new environments (see Table 2-3). Due to the complexity surrounding personality testing, a variety of differing results and methods have arisen complicating the understanding of personality in expatriate adjustment. The role of the traditional Big 5 personality traits has been found useful in predicting expatriates' adjustment (Caligiuri, 2000). Caligiuri's (2000) study of expatriate willingness to terminate an assignment and supervisor-assessment scores found the extroversion, agreeableness, conscientiousness and neuroticism were found to somewhat support expatriate adjustment, while openness was not found to significantly relate. Peltokorpi and Froese (2012) explained that personality traits are amongst the most important elements of expatriate adjustment as they facilitate better coping mechanisms with stress etc. In order to account for alleged lack of clarity in the Big 5 model, it has been suggested that the Multicultural Personality Questionnaire (MPQ) is used to provide more accurate results in a cross cultural environment (Peltokorpi & Froese, 2012). The MPQ proposes the use of Cultural Empathy, Open-mindedness, Social Initiative, Emotional Stability, and Flexibility, elements very similar to the Big 5, although considering a broader range of traits. In Peltokorpi and Froese's case, it was suggested that Open-mindedness was positively related to interaction adjustment, and Emotional Stability and Cultural Empathy were significant in predicting adjustment (Peltokorpi & Froese, 2012). Huff, Song, and Gresch (2014) considered cultural intelligence in expatriate adjustment, finding that motivational cultural intelligence (interest) was significantly related to expatriate adjustment, while meta-cognitive (learning through interaction), cognitive (cultural knowledge), and behavioural (culturally sensitive actions) were not found have a significant impact. Of those using the Big 5 measurement of personality, the proposed outcomes have been relatively consistent; extroversion, agreeableness, conscientiousness, and openness are positively related to adjustment, while neuroticism is negatively related (Caligiuri, 2000; Huang et al., 2005). Results have, however found varying degrees of agreement in differing situations (Caligiuri, 2000; Huang et al., 2005).

2.6.2. Limitations in extant Expatriate literature

Some discrepancy exists in existing literature relating to the most effective methods of expatriate adjustment, as highlighted in Table 2-4. For example, the nature of whether the cultural distance hypothesis or the cultural distance paradox holds more weight

(Black & Gregersen, 1991b; Hemmasi & Downes, 2013), or the value of previous experience (Brewster, 1995; Jun & Gentry, 2005).

*Table 2-4:
Expatriate Literature Agreement, Disagreement, and Gaps*

(Dis)Agreement/Gap	Topic	Explanation
Agreement	Duration of assignment	The longer an individual's assignment, the greater their adjustment (Black & Gregersen, 1991b; Harvey, 2008). Missing confounding variables: the initiator; whether a longer assignment facilitates greater adjustment or greater adjustment encourages a longer duration.
Agreement	Family Adjustment	An individual whose family successfully adjusts is, themselves, more successful at adjusting (Andreason, 2003).
Agreement	Interaction with the Host	Greater interaction with the national will facilitate greater adjustment (Selmer, 2002).
Disagreement	Cultural Distance	Individuals from similar cultures are likely to interact more than more different cultures (Black & Gregersen, 1991b) vs. dissimilar cultures allowing greater adjustment (Hemmasi & Downes, 2013).
Disagreement	Previous Expatriate Experience	Previous experience as an expatriate will help individuals adjust (Brewster, 1995) vs. experience in a similar culture will facilitate adjustment at work (Jun & Gentry, 2005).
Disagreement	Personality	General agreement in the importance of personality in influencing adjustment. However, the nature of personality elements and the type of taxonomy to use is disputed (Caligiuri, 2000; Huang et al., 2005; Huff et al., 2014; Peltokorpi & Froese, 2012).
Gap	Facets of adjustment	The potential for the existence of additional facets of adjustment has not been discussed, with analysis focussing on Black et al.'s (1991) facets of work, interaction with the host, and cultural adjustment.
Gap	TCK	Third Culture Kids may be more suitable expatriates due to their international upbringing, which may offer insight into effective adjustment strategies or more effective types of expatriate (Lam & Selmer, 2004).
Gap	Study focus	The limited number of existing studies focussed on the Middle East should be addressed to measure the extent to which results are generalizable globally (see Sharpley, 2014).
Gap	National adjustment	Impacts of expatriate adjustment on the national have not been extensively explored (Domínguez & Maya-Jariego, 2008).

Source: Author

Toh et al. (2012) have explained that much expatriate literature tends to focus on adjustment as an outcome and hence the research is focussed on how the expatriate can adjust, yet the process of how expatriates adjust is relatively under-represented. Further analysis of these areas would help to uncover stronger consensus and

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

improve understanding on the process through which expatriates adjust. Additionally, several areas seem to have been under-represented in the extant literature, such as an understanding regarding any potential difference between the expatriate assignee, the impact of self-initiation, and the TCK. The potential addition of more facets of adjustment, such as lifestyle adjustment, is also valuable to consider. This could change the understanding of and assistance with expatriate adjustment by offering a more defined and all-encompassing model to facilitate adjustment. Further empirical analysis is needed to discover the significance of both of these additions.

A contemporary, Middle-Eastern focussed approach would also add to previous literature, helping to provide an additional empirical case for the aforementioned elements (see Toh et al., 2012). This is particularly so for expatriates because of the destination-specific nature of their adjustment. With the limited consideration of Middle Eastern countries, further research is needed given the growth of the region as an expatriate destination (see Isakovic & Whitman, 2013).

A number of studies have considered the role of the national in helping the expatriate adjust (Black, 1988; Black & Gregersen, 1991b; Toh & DeNisi, 2007), but not the impact of expatriate adjustment on the host. This is an important area due to the potential impact upon future expatriate-host relations and adjustment. Toh et al. (2012) explained that the expatriate adjustment literature has placed the onus of expatriate adjustment on the expatriate, with many other components of the adjustment process being neglected such as the role of the national. Toh et al.'s (2012) focus explained how extant literature largely excluded the host in facilitating the expatriate's adjustment. In a similar theme, the effect of the expatriate on the national has generally been neglected. This would suggest the current understanding of expatriate adjustment as being a one-way street; the expatriate learns to adjust, and the host can help to facilitate this (Toh & DeNisi, 2003, 2007; Toh et al., 2012). This, however, implies that through helping the expatriate to adjust, the national remains unaffected. Further research is required in this area to understand the nature and the extent to which the national may or may not be impacted by the expatriate. The occurrence of such an impact is implied by the very nature of expatriation, namely knowledge transfer. According to Toh et al. (2012), an expatriate assignment cannot be considered successful unless some form of knowledge transfer takes place from the expatriate. The fact that a knowledge transfer does take place would suggest the

involvement of an expatriate and this, along with the expatriate's adjustment may have an impact on the national. This acts as an extension to Toh et al.'s proposition that the transfer of knowledge is a two-way street; knowledge is transferred from the expatriate to the national and vice versa (2012, p. 7). Again, the transfer of knowledge, alone, could result in adjustment for both the expatriate and the national, let alone the behavioural and cultural methods used to transfer this knowledge which may impact the other party (Domínguez & Maya-Jariego, 2008). A few studies have considered the national's perspectives of expatriate adjustment, but mostly in terms of pay (Toh & DeNisi, 2003), or from a more generic company operations perspective (see Toh et al., 2012); the more social side of this relationship remains opaque.

Toh and DeNisi (2003) and Toh et al. (2012) have suggested that if the national perceive fair treatment from their organisation, it is more likely they would be willing to interact and share information with the expatriate. Furthermore, providing the national with more training, rewarding them for interacting with the expatriate, making them aware of their impact, and including them in the planning process of expatriate adjustment can help to make the national more willing to participate in the exchange (Toh et al., 2012, pp. 28–31). While Toh et al.'s (2012) discussion explains the importance of the transfer of knowledge, possible impacts upon the host still require consideration; will the host be required to adjust, and if so, what are their feelings towards this, and to what extent does this adjustment occur? One of the few studies to consider the impact of expatriates on the national (Domínguez & Maya-Jariego, 2008) contended that the type of interaction played a vital role in impacting the nationals' acculturation. Three types of national interaction were identified with increasing levels of exposure: Travellers, Frontier Brokers, and Residents. Travellers included nationals who had only fleeting interactions with the expatriate, Frontier Brokers were constantly exposed to the expatriate culture, while Residents were immersed in the culture (Domínguez & Maya-Jariego, 2008, p. 10). A generally positive change was noted amongst the national due to their interactions with the expatriate. However, the study's findings are based on a sample of service providers; nationals providing some form of service to the expatriate. Since a connotation of service provision is payment, the nature of the interaction could, therefore, be different to a 'normal' day-to-day interaction in which a monetary or organisational duty is salient. Because the national is in some way required to interact with the expatriate,

The role of tourism in bridging the gap between highly skilled expatriates and hosts:
A case of the United Arab Emirates

the nature of their interaction and the corresponding impact upon them may be more superficial.

To account for the identified gaps and areas of disagreement in the expatriate literature, specified in Table 2-4, the following hypotheses were developed in relation to adjustment and adjustment improvement in the UAE, which will be the empirical context for this study:

- H_{2a}: There is a statistically significant difference between expatriates and nationals and their perceptions of adjustment methods.
- H_{2b}: There is a statistically significant difference between expatriates and nationals and their degree of attachment.
- H_{2c}: There is a statistically significant relationship between individuals' cultural distance and their perceptions of adjustment methods.
- H_{2d}: There is a statistically significant relationship between individuals' cultural distance and their degree of attachment.
- H_{2e}: There is a statistically significant relationship between individuals' duration of residency and their perceptions of adjustment methods.
- H_{2f}: There is a statistically significant relationship between individuals' duration of residency in the UAE and their degree of attachment.
- H_{2g}: There is a statistically significant relationship between individuals' previous expatriate experience and their perceptions of adjustment methods.
- H_{2h}: There is a statistically significant relationship between individuals' previous expatriate experience and their degree of attachment.
- H_{2i}: There is a statistically significant relationship between third culture kids and individuals' perceptions of adjustment methods.
- H_{2j}: There is a statistically significant relationship between third culture kids and individuals' degree of attachment.
- H_{2k}: There is a statistically significant relationship between individuals' personality and perceptions of adjustment methods.

H₂: There is a statistically significant relationship between individuals' personality and degree of attachment.

2.7. Objective III: The Effect - Tourism in Expatriate and National Adjustment

A number of authors reviewing expatriate adjustment have described how interactions with the national can facilitate the expatriates' adjustment (Black, 1988; Black & Gregersen, 1991b; Harvey, 2008; Toh & DeNisi, 2007) and can, in fact, be considered a facet of adjustment (Black et al., 1991). Through community perceptions of tourism, tourism has been cited to facilitate greater cultural interactions, awareness, and understanding (Belise & Hoy, 1980; Crouch & Ritchie, 1999; Yoon et al., 2001). It is therefore suggested that through expatriate and nationals' interaction with tourists, both the expatriate and national will be granted the opportunity to adjust to one another. Black (1988) proposed that through greater interactions with the host population the expatriate would be provided with the necessary cues on how to behave in new situations. In fact, Toh and DeNisi (2007) focussed their entire study on the role the national plays in helping expatriates to adjust. This discussion identified the important role of the national in helping expatriates to adjust to their new work and social environment, particularly when considering short-term assignments, in which the expatriate must learn and adjust much quicker.

Toh and DeNisi (2007) particularly considered situations in which the interaction was not forced. That is, when expatriates and nationals interacted through personal choice, rather than through an official work or mentorship capacity. Such a situation is possible when tourists are brought into the picture. Since the two parties are not necessarily required to interact with one another, the presence of tourists, or tourist infrastructure could provide a potential catalyst for the interaction. In this situation, a number of characteristics were proposed that would increase expatriate-national interactions: if the expatriate's culture is similar to the national's (c.f. Cultural Distance Paradox; Jenkins & Mockaitis, 2010; Jun & Gentry, 2005), greater national perceived equality relating to pay and status, more similar personal values, less ethnocentric attitudes, less collective (Hofstede & Bond, 1988) national and expatriate societies, nationals who perceive expatriates as in-group members, greater socialisation between expatriates and nationals, rewards or support for nationals who help expatriates adjust, and nationals' desire to interact with expatriates. Toh & DeNisi (2007) theorised

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

that if the culture of nationals was significantly different to the expatriates, pay and status was perceived as unequal, personal values were more dissimilar, greater ethnocentric values were held, or the nationals or the expatriates were from a more collective (in-group focussed) culture, then the national was more likely to perceive the expatriate as an out-group member, and hence less likely to interact. However, these factors are more surface-level, nationality based traits which may not completely conceptualise the true nature of characteristics driving national support for, or assistance with expatriates.

In order to understand if tourists can play the role of catalyst between expatriates and nationals, there is an initial need to understand expatriates' and nationals' view of tourism, to ascertain tourism's value as a tool to promote greater expatriate and national interactions. Additionally, an understanding of expatriates' and nationals' views of one another provide effective starting positions. Once these starting positions are established, it will be possible to understand to what extent relations between expatriates and nationals need improving and if tourism can be used, or if perceptions of tourism need to be adjusted first. With more clarity on the existing nature of the relationship between the expatriate and national, the methods surrounding how their interaction occurs and be improved can be further evaluated. The focus in this study shall be on the communication theories of Symbolic Convergence Theory (SCT) and Social Exchange Theory (SET) because both theories concisely explain the nature of the interaction and the desire to interact with different groups. SCT analyses the nature of communication within and between groups; how an idea can form within a group, gain momentum, and potentially spread to a wider network (Bormann, 1972). SET predicts when individuals are more likely to interact; when greater benefits are perceived (Jurowski et al., 1997). Both these theories are analysed in the following section.

2.8. The Mediums: Symbolic Convergence Theory and Social Exchange Theory

2.8.1. Symbolic Convergence Theory

Bormann (1972) analysed a communication phenomenon he termed Symbolic Convergence Theory (SCT), in which he observed how individuals would share a group consciousness. SCT explained how this group consciousness, which he termed 'fantasies', would be created, raised, sustained and have a corresponding impact on

individuals' behaviour (Shields, 2000). He described how, when individuals interacted, a 'chain-out' would occur wherein a popular topic was accepted by the group, repeated, developed, and expanded. This would allow an interaction to develop within a group and could potentially move beyond the confines of the group to include a wider array of individuals. Potentially, this could result in a strong group mind-set on a topic, in which individuals would think and use terms such as "we" instead of "I" (Broom & Avanzino, 2010; Ninov, 2005), which could then be expanded to include more individuals outside the original group. When discussing a topic, individuals would often dramatise the discussion through the use of in-jokes, stories, anecdotes, play-on-words, analogies, and legends (Bormann et al., 1997, p. 255). More recently, Duffy (2003) described how SCT could be applied to online hate groups to explain how shared identities were created amongst group members. Duffy's (2003) research linked SCT to more modern forms of communication (i.e. Social Media), whilst also expanding the potential reach of SCT to include much larger, geographically dispersed groups.

Through SCT, individuals arrive at one of three rhetorical visions: righteous, social, or pragmatic (Ninov, 2005). Righteous visions are concerned with morality and a higher cause; the ethical way of doing things. Social visions are focussed on improving social alliances and the social motivations of interaction. Pragmatic visions consider rational, cost-effective solutions to problems (Bormann et al., 1996; Ninov, 2005).

A wide variety of theories exist considering communication and cross-cultural interactions (see for example Social Network Analysis: Milgram, 1967; and Communication Competence: Spitzberg, 1983). SCT's importance in promoting cross-cultural interaction has been somewhat proposed by Black and Mendenhall (1991) in their application of Social Learning Theory to expatriate adjustment. While not directly focussed on SCT, their analysis of elements constituting Social Learning Theory share many of the same bases as SCT, namely, attention, retention, and reproduction (Black & Mendenhall, 1991; Kincaid, 1988). In a similar manner to how Kincaid (1988) analyses the convergence of ideas and interaction, Black and Mendenhall (1991) explain how individuals' attention is focussed on an idea, it is retained, and then reproduced. Where Bormann's (1972) SCT adds to this is how the idea is further replicated and 'chains-out'.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

The whole premise of SCT is that as a result of an interaction and communication, two or more parties move closer to understanding one another (Bormann, 1972, 1985) and would, therefore, be a suitable base for expatriates and nationals to better understand each other. Interestingly, while SCT poses an ideology for intercultural communication, it has rarely been discussed as such, at least directly. The application of SCT in a non-English-speaking environment, for example, could offer further insight and develop the utility of SCT. Previous studies seemed to have considered SCT in the sense of in-group or out-group relations (Bormann, 1972, 1985), sometimes with a potential international context in the form of online groups (Duffy, 2003). SCT has the potential to explain how and help improve communication between in and out-groups by analysing the process by which topics are discussed and spread. The use of SCT with regards to in and out-groups fits well with cross-cultural communication since this distinction is often cited for creating barriers to communication in an international setting (see Toh & DeNisi, 2007). SCT's application to this setting would develop the understanding into how cross-cultural communication can be enhanced.

While SCT has been considered for both small and large groups, wherein exact definitions of small and large require clarity, the extension of any group consensus to wider populations could be offered by Milgram's (1967) Social Network Analysis and Granovetter's (1973, 1983) Strength of Weak Ties proposition. Granovetter (1983) described Weak Ties as one's acquaintances, individuals with whom a basic, cursory relationship is formed. Granovetter suggested that through one's network of connections, one is connected to a vast number of individuals. It is possible that, due to this wide array of connections, one can be influenced by very distant groups. Weak ties can then be seen as connections to vast numbers and diversities of social nodes. Due to the transient and often widely-connected nature of expatriates, these Weak Ties could become more effective. That is, since expatriates will have friends at home and in the new destination, their range of connectivity can be expanded to a much more global phenomenon (see for example Domínguez & Maya-Jariego, 2008). Not only are expatriates exposed to a large number of international individuals, many of whom may become weak ties, the expatriate themselves help to expand the weak ties of individuals across international borders.

The converse effect of SCT was suggested by Toh et al. (2012) when they described how Social Identity Theory could be used to explain why expatriates and nationals do

not interact; they are part of different groups and the barriers between these groups act as constraints to interaction. SCT would, it is proposed, help to break down these barriers by giving the expatriate and national a common topic to focus on and build rapport. In much a similar light to Social Identity Theory, the theory of homophily, could explain how expatriates and nationals could interact.

While Social Identity Theory considers the divergent forces between individuals, homophily considers the factors which could unify expatriates and nationals. Homophily claims that contact is greater when interactions occur between individuals who are more similar to one another (McPherson et al., 2001). A number of variables described as impacting homophily include characteristics such as gender, age, religion, education, social status, and occupation (McPherson et al., 2001). The variety of different variables could suggest that, despite their different cultures, there are many other mechanisms to encourage expatriates and nationals to interact more, or at least, to explain why they interact to the extent that they do.

In Milgram's (1967) study, an applied version of Granovetter's work (1973, 1983) was originally tested. In this scenario, an individual at one side of the United States was required to send a parcel to an individual on the opposite coast, only through friends. For example, Bob, on the East coast, would send a parcel to Bill on the West coast by passing the parcel to a friend who may know Bill, who in turn would again forward the parcel on to someone they thought would know Bill. After replications of this experiment, Milgram arrived at the conclusion that there were roughly 5-6 acquaintances separating individuals from one another, regardless of the physical distance between them. It is unclear how this finding will apply internationally, nor how expatriates can impact this relationship. It is possible that increasing expatriate numbers could reduce this estimate of 5-6 individuals due to expatriates' global interactions. In relation to SCT, a member of a group would develop a group conscience due to the exchange of fantasies explained by SCT. From there, Milgram and Granovetter's attribution of wide-reaching influence to acquaintances can help expand the impact of SCT to include non-group members. This would suggest that SCT explains group dynamics, while the intergroup dynamics are explained through acquaintance links, given strong homophily and a relatively weak Social Identity.

2.8.2. Social Exchange Theory

Social Exchange Theory (SET) follows the assumption that individuals will participate in an exchange if valuable rewards are perceived and the perceived benefits out-weigh the perceived costs (Jurowski et al., 1997). SET has often been used to refer to perceptions of tourism and hence the benefits and costs that are associated in tourism are considered in SET, including social, economic, and environmental factors (Milman & Pizam, 1988; Perdue et al., 1990; Pizam, 1978; Stylidis, Biran, Sit, & Szivas, 2014). Importantly with SET, one's perceptions drive the desire to interact, there are no prescribed rules, making it a very subjective occurrence (Choi & Murray, 2010). SET has received heavy focus in the Community perceptions of tourism literature (see for example Ap, 1990; Kayat, 2002; McGehee et al., 2002; Milman & Pizam, 1988; Perdue et al., 1990; Pizam, 1978; Stylidis et al., 2014) (see Table 2-1) and has been considered briefly in the expatriate adjustment literature when Aycan (1997) explained that an expatriate may feel a requirement to give back to the organisation if the company has invested in easing the expatriates' adjustment. If the expatriate perceives greater benefits from the organisation's efforts, then they will demonstrate greater support towards the organisation (Aycan, 1997). The impact of this in a broader perspective remains to be seen. That is, if expatriates can be influenced by SET when it comes to their company, and residents are influenced by SET when considering the tourist, could a similar influence exist between the expatriate and the tourist and the expatriate and the national? In the last two scenarios, improved expatriate perceptions of tourists can result in greater interactions with tourists (Ap, 1992; Moyle, Croy, & Weiler, 2010) which, in turn, may result in more interactions with the national. Greater expatriate perceptions from interacting with the national would improve the number and nature of interactions with the national (Toh & DeNisi, 2007; Toh et al., 2012). Additionally, if SET is found to impact any of the previous situations, it will extend the utility and understanding of SET to incorporate a wider range of activities and fields of study. That is, if SET is found to be useful in expatriate adjustment, possibly further non-tourism applications may exist.

SET has issues, however, with regards to its implementation; there is often a limited explanation of the weighting of various elements and, as indicated by Ninov (2005), assumes that individuals accurately and rationally evaluate the impacts of tourism on their society. The result of these omissions may result in incorrectly analysed results;

residents may be dissatisfied with traffic and satisfied with the additional income (see Sheldon & Var, 1984), however weigh income as more important. The results would indicate a balanced opinion of tourism while, in actual fact, a more positive opinion may be present.

2.9. The Agglomeration: Tourism, Expatriate and National Adjustment and SCT

In considering the combined proposed impacts of SET, SCT and expatriate adjustment, the overall proposition is that tourism can be used to encourage greater interactions, or enhance the interaction between the expatriate and the host, improving the adjustment of both parties. It is suggested that the interaction will be developed through SCT and expanded to a wider population through Milgram's (1967) Social Network Analysis and Granovetter's (1983) strength of weak ties.

Developing on Black and Mendenhall's (1990) analysis of Social Learning Theory, it is suggested that SCT will allow expatriates to observe what topics, behaviours, and attitudes are accepted, repeated, and enhanced by the national group. From this they learn what is expected from them in their new environment. Tourists will offer the opportunity for this interaction to develop, effectively facilitating the interaction. The intended result will be a more understanding expatriate and a more willing national. This can therefore lead to the final proposition to complete the suggested impact of tourism on expatriate and national adjustment.

The four objectives can be considered and their impacts depicted through the following theoretical model.

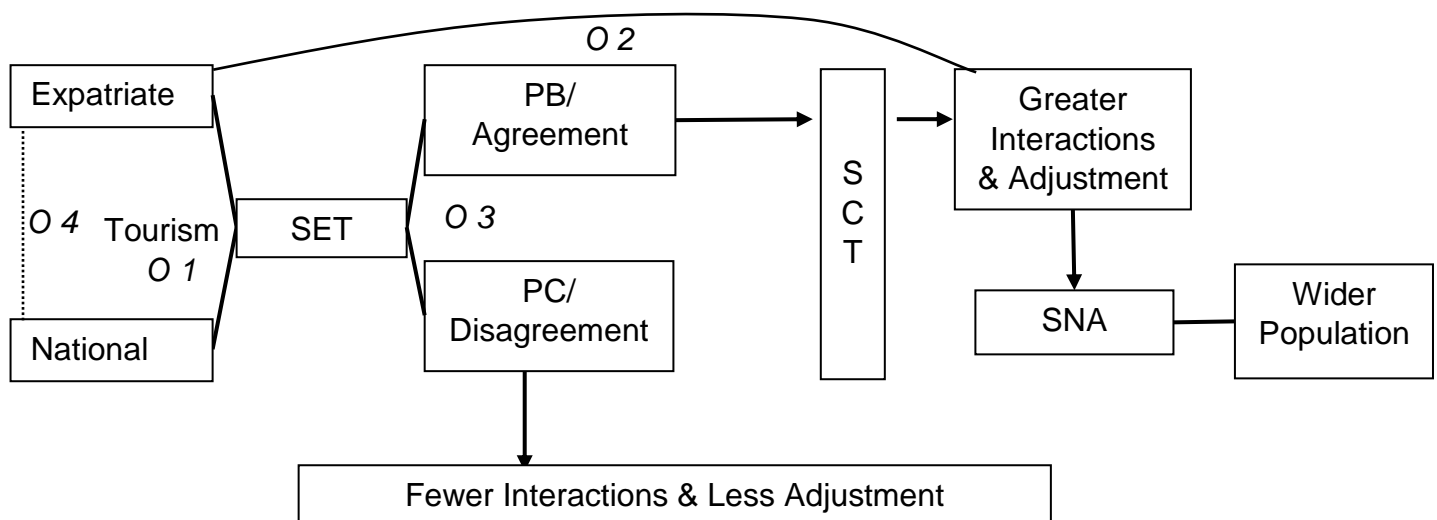


Figure 2-3
Tourism in Expatriate and National Adjustment
Source: Author

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

As shown in the above model (Figure 2-3), summarising the literary discussion, the Expatriate's and National's perception of tourism will encourage greater interaction with tourism, as explained by SET and assessed in Objective I (O 1). Concurrently, Expatriates and Nationals will better interact with one another due to expatriate adjustment elements, as measured in Objective II (O 2). It is further suggested by Objective III (O 3) that this improved interaction from tourism will develop through SCT and lead to acculturated individuals who can better understand one another. These improved interactions will affect a wider population through Milgram's (1967) SNA. Objective IV (O 4) is then focussed on assessing the current nature of the relationship and degree of attachment between expatriates and nationals, recorded in the literature as attachment. All these objectives together predict the use of tourism in this interaction; tourism will offer the opportunity for insightful interactions to take place between Expatriates and Nationals to result in adjusted and understanding Expatriates and Nationals. The ideas explained previously and depicted in this model are hypothetical, and will require empirical analysis to understand their exact nature and existence.

To add insight on the possible methods of improving adjustment, some of the gaps and discrepancies noted in expatriate adjustment (Table 2-4) were considered for adjustment improvement. These points have been addressed in the following hypotheses:

H_{3a}: There is a statistically significant relationship between cultural distance and adjustment improvement methods.

H_{3b}: There is a statistically significant relationship between individuals' duration of residency and adjustment improvement methods.

H_{3c}: There is a statistically significant relationship between individuals' previous expatriate experience and adjustment improvement methods.

H_{3d}: There is a statistically significant difference third culture kids and adjustment improvement methods.

H_{3e}: There is a statistically significant relationship between individuals' personality and adjustment improvement methods.

2.10. Objectives, Literature, and Hypothesis Combination

Throughout this literature review, reference has been made to the objectives and hypotheses to which various literature relates. This section will summarise and clarify the relationship between the four objectives of this study, the literary support for each, and the connection to the hypotheses which have been generated, as reflected in Table 2-5.

*Table 2-5:
Objectives, Literature, and Hypotheses Combination*

Objectives	Literature	Hypothesis
I. To develop a conceptual framework for analysing expatriates' and nationals' support for tourism.	Research into Community perceptions of tourism and Social Exchange Theory has been used frequently in the extant literature to record residents support for tourism (Andereck et al., 2005; Ap, 1992; Kaltenborn et al., 2008; Lawler, 2001; Mathieson & Wall, 1982; McGehee, 2004; Murphy, 1985; Pizam, 1978; Wall & Mathieson, 2006; Yoon et al., 1999, 2001). Previous studies have found that positive perceptions of tourism result in support for tourism, and vice versa (Andereck et al., 2005; Choi & Murray, 2010; Harrill, 2004; Kaltenborn et al., 2008; Korça, 1998; Liu & Var, 1986; McGehee, 2004; Nunkoo & Ramkissoon, 2011; Pérez & Nadal, 2005; Pizam, 1978). Several discrepancies have been noted in Table 2-2 which have led to the formation of the 4 hypotheses H _{1a} -H _{1d} .	<p>H_{1a}: There is a statistically significant difference between expatriates' and nationals' perceptions of tourism impact and tourism opinion.</p> <p>H_{1b}: There is a statistically significant relationship between duration of residency and individuals' perceptions of tourism impact and opinion.</p> <p>H_{1c}: There is a statistically significant relationship between residents' cultural distance and individuals' perceptions of tourism impact and tourism opinion.</p> <p>H_{1d}: There is a statistically significant difference between residents' employment in tourism and individuals' perceptions of tourism impact and tourism opinion.</p>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Table 2-5:
Objectives, Literature, and Hypotheses Combination*

Objectives	Literature	Hypothesis
II. To review and analyse the literature on expatriates' and nationals' adjustment to each other.	Many studies have explored methods of expatriate adjustment in a variety of international contexts (Andreason, 2003; Beaverstock, 2002, 2011; Black, 1988; Black & Gregersen, 1991a; Black et al., 1991; Harvey, 2008, 2009, 2011; Isakovic &	H _{2a} : There is a statistically significant difference between expatriates and nationals and their perceptions of adjustment methods. H _{2b} : There is a statistically significant difference between expatriates and nationals and their degree of attachment.
IV. To analyse and analyse the current relationship and degree of attachment between expatriates and nationals in the UAE.	Whitman, 2013; Jun & Gentry, 2005; Toh & DeNisi, 2003, 2007; Toh et al., 2012). The work of Black et al. (1991) has often been cited for their development of the three facets of expatriate adjustment – cultural, work, and national – which provided three areas to which expatriates should adjust. Several variables have been cited as impacting the successfulness of expatriate adjustment which include such variables as duration of residency (Black & Gregersen, 1991b), previous expatriate experience (Jun & Gentry, 2005), personality (Caligiuri, 2000), and an individual's family's adjustment (Andreason, 2003). Hypothesis H _{2a} -H _{2i} were created in light of the discrepancies in Table 2-4.	H _{2c} : There is a statistically significant relationship between individuals' cultural distance and their perceptions of adjustment methods. H _{2d} : There is a statistically significant relationship between individuals' cultural distance and their degree of attachment. H _{2e} : There is a statistically significant relationship between individuals' duration of residency and their perceptions of adjustment methods. H _{2f} : There is a statistically significant relationship between individuals' duration of residency in the UAE and their degree of attachment. H _{2g} : There is a statistically significant relationship between individuals' previous expatriate experience and their perceptions of adjustment methods. H _{2h} : There is a statistically significant relationship between individuals' previous expatriate experience and their degree of attachment. H _{2i} : There is a statistically significant relationship between third culture kids and individuals' perceptions of adjustment methods.

Table 2-5:
Objectives, Literature, and Hypotheses Combination

Objectives	Literature	Hypothesis
		H _{2j} : There is a statistically significant relationship between third culture kids and individuals' degree of attachment.
		H _{2k} : There is a statistically significant relationship between individuals' personality and perceptions of adjustment methods.
		H _{2l} : There is a statistically significant relationship between individuals' personality and degree of attachment.
III. To analyse the influence of tourism on expatriates' and nationals' adjustment to one another in the UAE.	By combining the literature on community perceptions of tourism, SET, expatriate adjustment, and SCT, the role of tourism in expatriate adjustment was theoretically proposed. This has been represented in Figure 2-3. Hypotheses H _{3a} – H _{3e} were used to test this proposition and control of any demographic mediators.	<p>H_{3a}: There is a statistically significant relationship between cultural distance and adjustment improvement methods.</p> <p>H_{3b}: There is a statistically significant relationship between individuals' duration of residency and adjustment improvement methods.</p> <p>H_{3c}: There is a statistically significant relationship between individuals' previous expatriate experience and adjustment improvement methods.</p> <p>H_{3d}: There is a statistically significant difference third culture kids and adjustment improvement methods.</p> <p>H_{3e}: There is a statistically significant relationship between individuals' personality and adjustment improvement methods.</p>

Source: Author

2.11. Summary

This chapter has established the theoretical base that forms the premise of this study. The use of tourism for alternative means is not uncommon, with tourism's role in promoting peace being among the most applicable to this study (D'Amore, 1988a, 1988b; Kim et al., 2007; Kim & Crompton, 1990). This chapter particularly focussed on the first three objectives of the study, namely: expatriates' and national's support for tourism, expatriates' and national's adjustment to one another, and the role of tourism in expatriate adjustment, respectively. Objective I was addressed through

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

literature on community perceptions of tourism and Social Exchange Theory. Such perspectives have allowed hosts' perceptions of tourism to be more accurately explained and understood in terms of the variables influencing perceptions of tourism (Ap, 1990, 1992; Mathieson & Wall, 1982; Murphy, 1985; Pizam, 1978; Wall & Mathieson, 2006). From here, the discussion moved on to the second objective to consider the variables influencing expatriate and national adjustment. Discussion in this objective focussed on the variety of means through which expatriates are able to adjust to their new environment (Beaverstock, 2011; Black & Gregersen, 1990; Black & Mendenhall, 1990; Black et al., 1991; Harvey, 2009; Jun & Gentry, 2005), notably through the three facets of adjustment as proposed by Black et al. (1991). The third objective specifically addressed in this chapter combined the tourism and expatriate discussions with those relating to the communication theory of Symbolic Convergence Theory (Bormann, 1972, 1985; Bormann et al., 1997) to theoretically propose how tourism could facilitate expatriate and national adjustment. The suggestion proposed here was that through similar perceptions and support for tourism, through SET, would bring expatriates and nationals together, allowing them to interact and learn from one another. This would then allow individuals to adjust more effectively. SCT could then be used to expand this relationship to a wider population, beyond individual-level interactions.

With the theoretical underpinnings established, the next chapter explains the empirical context in which this study will be set. That is, what is the nature and background of Dubai and the UAE, and what makes Dubai a suitable site for the application of this study.

CHAPTER: 3. CASE STUDY CONTEXT

It has been identified in the literature review that the lack of a Middle Eastern study represents a significant gap relating to both tourism and expatriates (see Sharpley, 2014). This is a significant empirical short-coming, given the Middle East's prominence with tourists (UNWTO, 2014, 2016), and with expatriates (see Isakovic & Whitman, 2013). Dubai is one of the best known cities of the seven Emirates of the United Arab Emirates (UAE) and has quickly risen to become a leader in tourism in the Middle East, with Dubai becoming the second most visited destination in the region (UNWTO, 2014, 2016). With regards to expatriates, it is estimated that a significant proportion, 74%, of Dubai's population are expatriate (Isakovic & Whitman, 2013). Due to the volume of expatriates in the region, it is important to learn more about their methods of adjustment and adaptation.

The UAE, including Dubai, is federation of monarchies (CIA, 2017), with each of the seven Emirates being ruled by an individual royal family. The capital, and largest city, is Abu Dhabi (CIA, 2017) and is ruled by the President of the UAE, His Highness Sheikh Khalifa bin Zayed al Nahyan (Wam, 2017). Dubai is the second largest city and is ruled by the Vice President and Prime Minister of the UAE, His Highness Sheikh Mohammed bin Rashid al Maktoum (His Highness Sheikh Mohammed bin Rashid Al Maktoum, 2015). The UAE is governed under Sharia Islamic law (CIA, 2017), with strict rules governing public behaviour, dress code, and speech – spoken, print, and online (Khaleej Times, 2017). A recent example concerning the nature of the laws in the UAE can be seen with the currently on-going issue with Qatar, where “Showing sympathy for Qatar on social media or by any other means of communication is a cybercrime punishable by law” (Al Subaihi, 2017, para. 1). Much of the management of Dubai as a destination is authoritarian and run as a very large company, with Sheikh Mohammed as the CEO (Khomsy & Kadri, 2017). Sheikh Mohammed is renowned in Dubai for being a very involved ruler who regularly visits local businesses and government agencies for personal reasons, as well as a quality assessor (see for example Fattah, 2016).

Dubai naturally suffers from a relatively unattractive tourism offering (Henderson, 2006), largely due to the hostile environment where, for significant times in the year, the weather is excessively hot (Sharpley, 2008). Unlike many of its Gulf neighbours, Dubai itself is not rich in oil and could not, therefore, rely on oil as an income source

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

as its neighbours did (Sharpley, 2008). Starting in 1982, Dubai undertook heavy investment and marketing campaigns (Henderson, 2006; Sharpley, 2008) to establish itself as a competitive tourism destination to act as a source of revenue and economic growth. Dubai established itself through the construction of numerous man-made attractions, such as Burj Khalifah, Mall of the Emirates, and Dubai Mall (Dutt & Ninov, 2017), targeting several markets – such as transit and cruise, and has leveraged the development of Emirates Airline to excellent effect at expanding Dubai's source markets (Henderson, 2006).

The empirical focus on Dubai is not only owing to the high volume of expatriates coupled with a lack of research on this group, but also due to its current competitiveness regarding tourism, being among the top tourism destinations in the Middle East, with 9.9 million estimated tourists in 2013, coming second only to Saudi Arabia, with 15.7 million estimated tourists (UNWTO, 2016, p. 12). Saudi Arabia's position as the top Middle Eastern destination is helped by the fact that around half of its tourists are pilgrims, travelling for religious reasons throughout the year (see Derhally, 2013). Not only does this make Dubai the top non-religion-orientated tourism destination in the Middle East, but additionally, the environment in Dubai is quite distinct, with the clear majority of residents being expatriates, and not country nationals (Isakovic & Whitman, 2013).

Sheikh Mohammed's vision is to host 20 million tourists by 2020 (DTCM, 2013), and the hosting of the Dubai Expo 2020 will require some effort to facilitate expatriate and national cultural convergence (see Maggo, 2013). This study has been developed to contribute to these developments, to see how tourism can be used to improve the relationship between expatriates and nationals, given the expected growth in tourism. As well as Dubai possessing the necessary environment to measure how tourism can impact the nature of the relationship between expatriates and nationals, it is also a prime location for any implications of this study to be practiced. Dubai has a history of implementing novel strategies with many notable examples among Dubai's attractions such as: Dubai Mall, the biggest shopping mall in the world, Ski Dubai, the third largest in-door ski slope, and the Burj Kalifah, the tallest building in the world (Dutt & Ninov, 2017).

From an expatriation standpoint, Dubai is host to one of the largest expatriate communities, as a proportion of the population, in the world. As of 2009, the largest

expatriate group are South Asian (Dutt & Ninov, 2017), with Indian being the largest (approximately 28%), followed by Pakistani (approximately 20%), and Bangladeshi (approximately 8%) (Rasheed, 2009). Other Asian – Chinese, Philippines, Korea etc. constitute around 8% of the population, while Westerners also comprise of around 8% (Rasheed, 2009). A wide variety of facilities are available for expatriates - especially in Dubai – in terms of activities (see, for example What's On, 2017) and sources of information (see, for example Expatwomen, 2017), which helps to ensure that expatriates are made to feel welcome. Dubai is an attractive destination for expatriates due to the relatively high and tax-free salaries (Kantaria, 2016), at least until January 2018 when VAT – planned at 5% - will be implemented (Kern, 2017; Ministry of Finance, 2017). There are, however, concerns regarding cost of living and cash flow – rent and school fees, for example can be quite expensive and frequently require advance payment or post-dated cheques in advance (Kantaria, 2016). As described in the earlier definition of an expatriate, residents in Dubai find it difficult to remain an expatriate after the age of 60 with current immigration laws (Kantaria, 2016), where the employer is required to submit a specific application for the individual to enable the individual to stay until 65 (Bobker, 2016), hence much of the expatriate population is under 65 years.

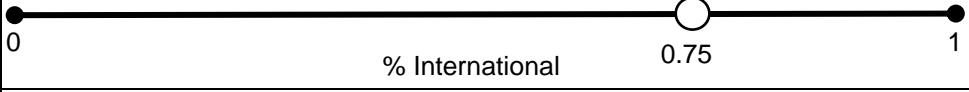
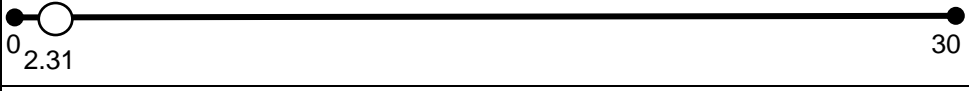


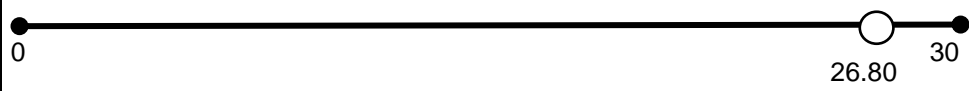

From a tourism perspective, three statistics, as proposed by Faulkner and Tideswell (1997) were measured and have been explained: the type of tourist – domestic versus international, the tourist-resident ratio, and the seasonality as calculated through the seasonality ratio (Yacoumis, 1980). In the seasonality ratio, a 1 would indicate the same number of tourists arrive every month, while a 12 would indicate that all visitors arrived in a single month (Baum & Lundtorp, 2001). According to statistics provided by Euromonitor, there were over 26 million (26,617,200) tourists in the UAE, of which over 19 million (19,842,800) were international tourists (Euromonitor, 2016). The population of the UAE has been estimated at 8.58 million (Gulf News, 2016), while Dubai's population has been estimated as 2,780,313 (Dubai Statistics Center, 2017). An additional 45% (4 million) are temporarily residents in Dubai, for work reasons. Furthermore, an estimated 556,000 residents (20%) are Emirati. Monthly tourism figures, for Dubai only, were obtained from the official ministry of tourism for Dubai (DTCM, 2017).

As a result of these statistics, the type of tourist has been calculated at 75% international, the tourist-resident ratio is estimated at 2.31 for the UAE, 5.35 for Dubai,

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

2.19 for permanent and temporary residents, and 26.80 for Emirati residents of Dubai. The seasonality ratio for Dubai is estimated at 1.26. These figures are reflected in the following Table 3-1. This would suggest a very international, tourist-heavy destination, with a relatively stable tourist flow – and hence minimal seasonality impact (see Faulkner & Tideswell, 1997). While seasonality is relatively stable throughout the year, according to the calculations, the type of tourist certainly changes during the year. For example, the Islamic religious holidays tend to attract far more GCC tourists than other nations during these times (Algethami, 2015). One area lacking in clarity in the extant literature related to the time at which the studies were conducted. This study was conducted between May and August 2016, as Dubai approached the summer period. Over this period, Dubai experienced Ramadan, the Eid al Fitr holiday, celebrating the end of Ramadan, and the usual summer special offers. This therefore meant that a mixed variety of tourists were present – both in terms of nationality and income levels, during the course of this study's data collection. While it is beyond the scope of this study to statistically test any significance in terms of period of study or type of tourist most prominent, this explanation can aid in future research on similar topics.

Table 3-1:
Dubai study region - Classification of tourist destinations

Variable	Measure
Type of Tourist (Visitor nights)	
Tourist/Resident Ratio – UAE	
Tourist/Resident Ratio – Dubai	
Tourist/Resident Ratio – Dubai (inc. temporary residents)	
Tourist/Resident Ratio – Emiratis	
Seasonality Ratio	

Source: Author, modified from Faulkner and Tideswell (1997).

In many contexts, the full impact of the expatriate on the national may not be realised due to the expectation that nationals will still outnumber expatriates. The UAE, however, demonstrates an exception to this expectation, where the national is in fact heavily outnumbered by expatriates (Isakovic & Whitman, 2013). It is therefore possible that a more obvious interaction between expatriates and nationals may be evident in the UAE which may be subtler in different countries where there are more nationals than expatriates.

An area of contention identified within the tourism and expatriate literature in particular has been the role of culture in influencing individuals' perceptions of tourism and expatriate adjustment successes. From the expatriate point of view, recognising the culture of the setting is also important to help understand the impact of Cultural Distance (Jun & Gentry, 2005). Culturally, the UAE has been ranked by Hofstede (Hofstede Centre, 2016, United Arab Emirates) as having high Power Distance (90), low Individualism (25), medium Masculinity (50), and high Uncertainty Avoidance (80) (Hofstede Centre, 2016, United Arab Emirates). This suggests that the local Emirati population exhibit traits of adherence to a hierarchical order, often act considering their long-term impact on society, strive for competition and achievement, yet value quality of life, and are uncomfortable with ambiguous situations (Hofstede Centre, 2016,

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

United Arab Emirates). Hofstede's work has been used extensively for similar purposes, to enable for a consistent base of comparison (Black & Gregersen, 1991b; Selmer, 2002; Toh & DeNisi, 2007). However, there are criticisms surrounding Hofstede's dimensions due to concerns over the sample, and results that are often improperly generalised (see McSweeney, 2002) along with the potentially significant impact of other national variables such as political and economic systems (Hofstede, 2002). This suggests that it would be more prudent to use geographical regions as a multi-destination comparison tool. Such a tool would enable observable cultural traits, political situations, and economic conditions to be included in the analysis. A tool restricted to cultural dimensions may not offer sufficient breadth of factors influencing individuals' perceptions of culture. This is particularly important in a setting like the UAE where, as discussed above, an estimated 74% of the population are expatriates (Isakovic & Whitman, 2013), from over 200 different nationalities ('202 nationalities in labour market', 2006). In order to better understand Emiratis' and expatriates' attitudes towards tourism and expatriate adjustment strategies, as well as categorising both Emiratis and expatriates, such a multi-destination comparison tool is necessary to provide a consistent base for analysis from which the degree of cultural distance can be estimated. Such methods have been used previously when considering cultural distance in expatriate adjustment, making the method somewhat tried and tested (Black & Gregersen, 1991b; Selmer, 2002; Toh & DeNisi, 2007) and therefore suitable here. These studies have used Hofstede's work as a base of comparison between the different cultures of expatriates and nationals. The principle of cultural distance are based on the postulation that where there is greater cultural distance, the difference between cultures is greater, and hence the more complicated the interaction (Hemmasi & Downes, 2013; Jun & Gentry, 2005).

This chapter has provided a summary of Dubai as the case study context from an overall, expatriate and tourism perspective. Thus, this has provided brief insight into the nature of Dubai which will help to place this study's findings in a better and more accurate context. The chapter has also explained why Dubai is an appropriate destination for this study to take place – namely, the density of expatriates and tourists meaning any relationship between expatriation and tourism would be more noticeable in Dubai. The next chapter address the methodological approaches adopted in this

study and why these have been taken, given the theoretical and contextual specifications.

CHAPTER: 4. METHODOLOGY

4.1. Introduction

In order to understand the role tourism plays in influencing the relationship between the expatriate and the national, an appropriate methodological base is necessary, with the appropriate epistemological underpinnings. This chapter explains and provides justification for the various methodological practices used in this study. Initially, the epistemological bases of symbolic interactionism, pragmatism, post-positivism, and constructivism held in this study will be discussed to establish the groundings of the study. The chapter will then consider methods used to gather data, namely grounded theory. The focus shall then move to elaborate on the specific practices pertinent to this study; a two-stage mixed methodological approach beginning with qualitative interviews and concluding with an electronic questionnaire. The first stage of the study involved a rigorous review of the extant literature and 36 qualitative interviews. The transcription from these interviews were coded through existing and emerging themes. This meant that the interviews were open to new themes as well as reflecting existing discussion from the literature. The second stage of the study provided statistical support from 439 participants, for the first stage findings while controlling demographic factors. The extant literature has extensively utilised quantitative methodologies, which will be elaborated upon to establish the best practices to be followed in this study. The population of expatriates and nationals and the sampling methodologies – purposeful and snowball for the interviews, and convenience and snowball for the questionnaire – shall then be explained and justified. A pilot study was conducted for both the interviews and the questionnaire, with the results presented and discussed. As well as establishing the data collection instruments' validity and reliability, the pilot study also facilitated the establishment of the proposed analytical tools of content analysis for the interviews, and for the questionnaire: t-tests, ANOVA, Correlation, Multiple Regression, and Factor Analysis. Finally, the relevant ethical considerations shall be explained to ensure that all data are collected and held in a responsible manner and that no harm can befall any party involved in this study.

4.2. Epistemological Foundation

Due to the under-researched and potentially complex nature of tourism's role in expatriate-national relations, a grounded theory approach has been adopted, which

lends itself to such studies (Corbin & Strauss, 2008). Epistemologically, grounded theory is based on the philosophies of symbolic interactionism and pragmatism (Corbin & Strauss, 2008). Symbolic interactionism has been briefly described as a theory that explains how individuals behave (Corbin & Strauss, 2008). The theory states that individuals interpret another's actions and then determine an appropriate response, as opposed to 'simply' reacting (Blumer, 1986; Pascale, 2011). Hence, an individual's reaction is based upon their *interpretation* of the actions of others. Extending this, pragmatism arises out of the ideology that it is an individual's interest in an action which drives knowledge creation (Biesta, 2010; Mead, 1956, as cited in Corbin & Strauss, 2008). In an international, cross-cultural environment, such as Dubai, the different interpretations of interactions between expatriates and nationals, individuals' behaviour, perception of behaviour, and corresponding responses can play a significant role in the formation of stereotypes and attitudes towards others (see Reisinger & Turner, 2003). By understanding these eventualities through symbolic interactionism and pragmatism, the researcher can formulate questions, through interviews, that will uncover the underlying opinions, and not the surface-level thoughts of participants which may not accurately reflect their deeper beliefs. Grounded theory facilitates such an approach and combines a thorough literary analysis with primary data to provide a continuous, in-depth analysis of the phenomena in question. Additionally, grounded theory encourages interviews to follow an adaptive approach whereby questions are added and developed as analysis is conducted, allowing the researcher to closely examine themes and constructs as they emerge (Corbin & Strauss, 1990).

The research takes a post-positivism perspective, that is, it is understood that the theories, background, and knowledge collected through the research can be influenced by the researcher, due to the lack of independence between the researcher and the subjects (Robson, 2002). Furthermore, a form of reality is understood to exist, although, due to the complexity surrounding the topic, it can only be known imperfectly. Hence, the constructivism philosophy is also recognised and accounted for through the use of face-to-face interviews (Robson, 2002). For example, since the researcher has always been an expatriate, it is possible that a predetermined opinion of expatriate and national adjustment, and the corresponding role of tourism, was previously formed. The researcher's awareness of this possibility allowed for careful implementation of the data collection procedures and analysis of the data to ensure

minimal researcher bias. By conducting face-to-face, in-depth interviews that are recorded and transcribed verbatim as well as being systematically coded ensured that the themes are driven by the data as opposed to the researcher's preconceptions. Furthermore, the use of quantitative questionnaires allowed these emerging themes to be rigorously and statistically tested (Zaidan, 2016).

Therefore, through using grounded theory, this study reflected the psychological underpinnings of symbolic interactionism and pragmatism. These bases hold that an individual's interpretation of another's actions will influence their own response and that the level of interest in the action facilitates knowledge creation (see Suddaby, 2006).

The overall caveats understood and noted in this study are based upon post-positivism and constructivism. It is recognised that all actions to ensure objectivity of the study and its results must be undertaken. An objective reality is believed to exist, although it is expected to be difficult to uncover and hence qualitative interviews shall be used to help improve understanding.

4.3. Methodology

4.3.1. Grounded Theory

Grounded theory is a qualitative methodology that has arisen which is "...designed to develop a well integrated set of concepts that provide a thorough theoretical explanation of social phenomena under study." (Corbin & Strauss, 1990, p. 5). Ontologically, grounded theory assumes that "The world is very complex. There are no simple explanations for things. Rather, events are the result of multiple factors coming together and interacting in complex and often unanticipated ways." (Corbin & Strauss, 2008, p. 8). Grounded theory offers researchers the ability to inductively build theories through the use of a flexible and adaptable coding process (Evans, 2013; Wisker, 2008). Grounded theory, at least the classical form, utilises a process of theoretical sampling which views all research as data and hence all forms of data need to be continuously compared to one another, allowing all aspects and dimensions of the emerging theory to be thoroughly explored and grounded in data (Evans, 2013; Glaser & Strauss, 1967; Walsh et al., 2015). Grounded theory facilitates analysis of new constructs and emerging theory by analysing collected data and literature concurrently, treating literature as an additional data source (Corbin & Strauss, 1990; Glaser & Strauss, 1967).

From an epistemological perspective, grounded theory conforms to most of the theories being addressed in this study. The fundamental premises of symbolic interactionism and pragmatism would seem to imply that individuals' perceptions of an action and its importance guide their responses, a very similar premise to SET, wherein positive perceptions of, for example, tourism, drive increased support for tourism (Ap, 1990; Corbin & Strauss, 1990; Lawler, 2001; Suddaby, 2006). Many of the confounding variables identified in the literature review relating to community perceptions of tourism and expatriate adjustment suggest wide-spread, multifaceted relationships. The epistemological underpinnings, as well as the general design of grounded theory itself, assume complex, multifaceted interactions and seek to facilitate better understanding and insight accordingly (Corbin & Strauss, 2008; Pascale, 2011; Robson, 2002).

The overall lack of research relating to the specific nature of tourism in expatriate adjustment requires a detailed analysis of data points to gather as much suitable information as possible. Additionally, this study was based on multiple knowledge areas: expatriate adjustment, tourism, and cross-cultural communication, which leverages the strengths of grounded theory when considering multiple substantive knowledge areas (Suddaby, 2006). Grounded theory helps to facilitate this since three methods of data collection can be used concurrently: literature, qualitative, and quantitative analysis.

Initially, the literature relating to community perceptions of tourism, expatriate adjustment, and cross-cultural communication were reviewed to develop the theoretical underpinnings of the study. This analysis continued throughout the course of the qualitative and quantitative data collection in order to facilitate continuous analysis across data sets (Corbin & Strauss, 1990). Qualitative interviews were then conducted to further explore the topic of expatriate adjustment and the role of tourism. The analysis of the interviews, along with the literature, allowed for the development of a quantitative questionnaire to measure the generalisability and impact of confounding variables on expatriate adjustment and the role of tourism. The confounding variables were tested through hypotheses which were developed after the analysis of the literature and the conduct of interviews, providing hypotheses more reflective of the literature and qualitative findings (Corbin & Strauss, 1990). The particularities of the qualitative and quantitative methods used in this study are discussed in the following sections, and depicted in Figure 4-1.

4.3.2. Methodological stages and objectives

The extant literature has utilised both qualitative interviews (Kayat, 2002) and quantitative questionnaires (Choi & Murray, 2010; Pizam, 1978) when researching community perceptions of tourism and the various communication theories. Most literature relating to expatriates has utilised quantitative questionnaires in exploring expatriate adjustment strategies around the world (Black & Gregersen, 1991a, 1991b; Isakovic & Whitman, 2013; Jun & Gentry, 2005). The various methods utilised in the literature have been briefly explained in Table 4-1. In order to build a methodologically robust study and facilitate more generalisable results, a two-stage mixed methods approach was followed, where both qualitative interviews and quantitative questionnaires were used (Fallon & Kriwoken, 2003; Gu & Ryan, 2010). Such an endeavour facilitated a detailed analysis of the constructs and a more generalisable perspective, allowing "...both the 'how' and 'what' questions..." (Gioia, Corley, & Hamilton, 2013; Gubrium & Holstein, 2000, as cited in Gu & Ryan, 2010, p. 222; Holstein & Gubrium, 2005) to be answered. The study commenced by conducting semi-structured, face-to-face interviews with expatriates and nationals in the UAE to explore their insights on expatriate and national adjustment, their perceptions of tourism, and what factors they believe can help facilitate adjustment. The second stage consisted of a quantitative questionnaire that was distributed to expatriates and nationals residing in the UAE. The second stage explored the generalisability of the results collected in the first stage of the study (Hampton, 1999; Wisker, 2008) and established how widely-held the opinions and perceptions are that were expressed in the first stage.

The study triangulated various data sources to understand how expatriates and nationals have and can adjust to one another and what role tourism can play. The following Figure 4-1 demonstrates this triangulation process.

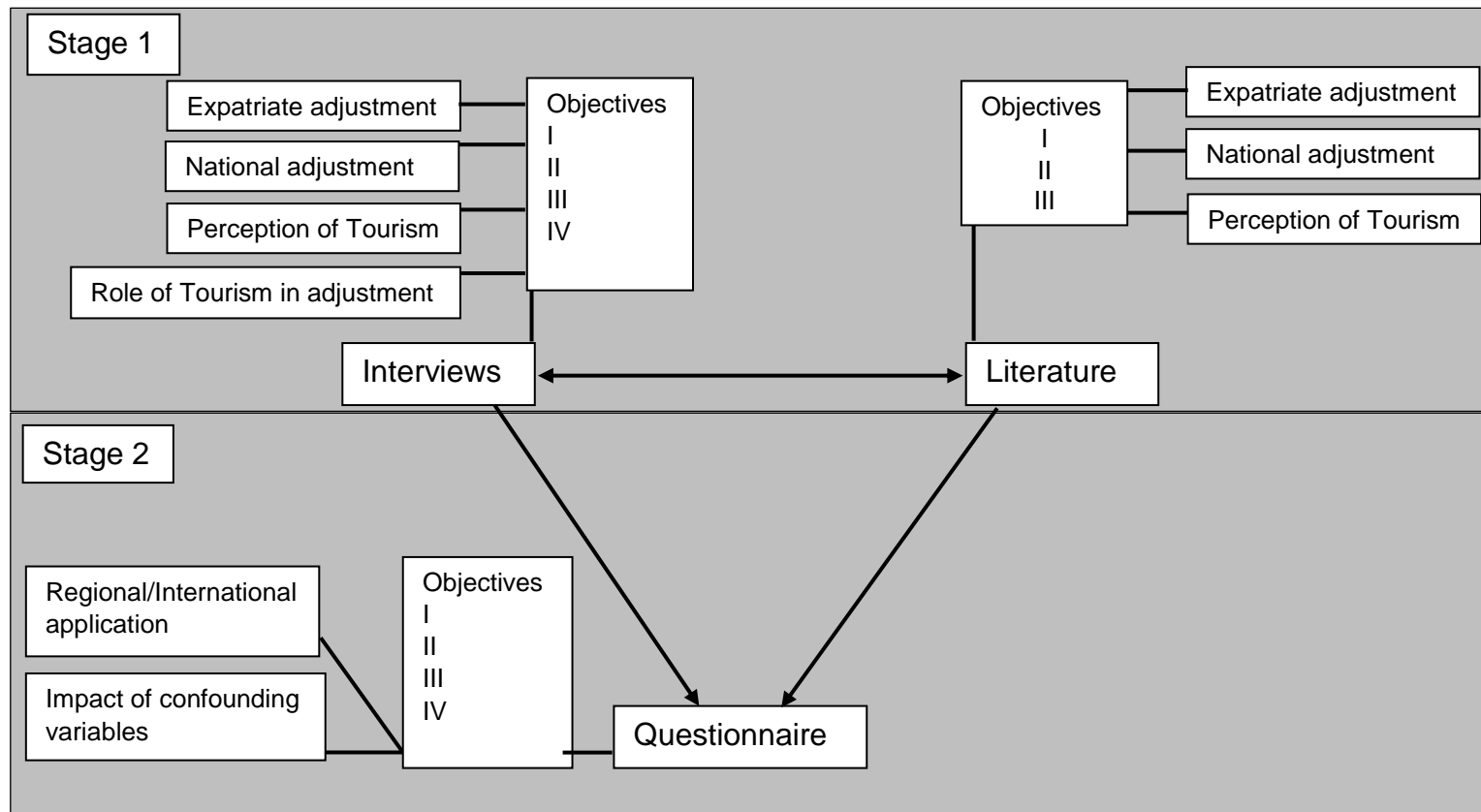


Figure 4-1:
Methodological Triangulation

Triangulation utilises multiple data-gathering methods (Jensen, 2008; Rothbbauer, 2008) to provide extensive insight into the topic being researched from more than one perspective, thus creating a more well-rounded understanding of the topic (Bhattacharya, 2008), providing alternative perspectives on the same topic (Rothbbauer, 2008). By following a methodological triangulation approach, it was possible for multiple methods to be used to provide a richer data set (Rothbbauer, 2008). In this study, a thorough literature review was used to develop qualitative interview questions. The results from the qualitative interviews were then compared to the literature to allow a quantitative questionnaire to be developed to generalise the results. The use of such a practice in this study will help to increase the study's depth, completeness, and quality (Rothbbauer, 2008; Veal, 2011). Since triangulation employs multiple methods to answer the same questions, the results obtained via the various methods were compared together to provide a fuller picture regarding the phenomena, its support and contradictions (Veal, 2011). In the case of this study, the results of the literature review, interviews, and questionnaire were discussed together to identify and explain where consistencies and differences occur. This approach is

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

additionally supported through grounded theory, which seeks to compare the results from all sources of information with each other (Corbin & Strauss, 1990; Glaser & Strauss, 1967).

As demonstrated in Figure 4-1, the literature review and interviews collectively, formed the first stage of the study. The literature was reviewed to establish the current understanding of expatriate and national adjustment, and perceptions of tourism. The results informed and were compared with the results from the interviews conducted. The interviews were built on these three knowledge areas, relating them to Dubai, and to establish the role of tourism in expatriate and national adjustment. There was then iteration between both the literature and the interviews to create a questionnaire that constituted the second stage of the study. This questionnaire was used to place the literature and interview results in a wider regional and international context, as well as allow the impact of various confounding variables, such as age and gender, to be controlled. The hypotheses measuring these confounding variables were developed after the analysis of the literature and the interviews transcribed, following the tenants of grounded theory (Corbin & Strauss, 1990). This has been implied by Corbin and Strauss in their explanation of Axial Coding “All hypothetical relationships proposed deductively during axial coding must be considered provisional until verified repeatedly against incoming data. Deductively arrived at hypotheses that do not hold up when compared with actual data must be revised or discarded.” (p. 13). The complete meta-analysis table of the literature is available in Appendix A.

As Figure 4-1 demonstrates, the literature specifically focussed on Objectives I and II; the individual's support for tourism, and elements that influence expatriate and national adjustment. The literature also allowed the propositions and theoretical underpinnings to be established for Objective III; the role of tourism in expatriate and national adjustment. This helped to inform and support the interviews. The interviews considered all objectives of the study. Objectives I and II, while having been established in the literature, were specifically applied to Dubai in the interviews. The remaining objectives received their initial, in-depth focus in the interviews relating to the nature of the relationship between expatriates and nationals, and solutions to develop the relationship. The information here is more specific to the situation in Dubai, making theoretical insights relatively limited, and hence these objectives are first addressed in the interviews where questions are more exploratory than those in

the questionnaire. The only exception to this is Objective III which has had some theoretical propositions made in the literature review. The second stage questionnaire addressed all objectives, as with the interviews, but adds a more applicable perspective; the interviews, while more detailed, are more subjective. The questionnaire helped to provide statistically significant, generalisable results and test the impact of demographic characteristics on the data.

In order to employ methodological triangulation, in-depth interviews and more generalisable questionnaires collected empirical data, both grounded in the results and from theory in the extant literature (Rothbauer, 2008).

*Table 4-1:
Meta-analysis of analytical methods used in related studies*

Method	Topics	Tools/Tests	Source
Quantitative	Tourism - Symbolic Exchange Theory	Descriptive Analysis	(Andereck et al., 2005; Brida et al., 2011; Choi & Murray, 2010; Getz, 1994; Madrigal, 1995; McGehee et al., 2002; Milman & Pizam, 1988; Nunkoo & Ramkissoon, 2011; Oviedo-Garcia et al., 2008; Perdue et al., 1990; Pérez & Nadal, 2005; Stylidis et al., 2014; Teye et al., 2002; Vargas-Sánchez et al., 2011; Yoon et al., 1999, 2001).
		Chi-Square	(Nunkoo & Ramkissoon, 2011).
		Correlation	(Milman & Pizam, 1988; Ninov, 2005; Yoon et al., 2001).
		ANOVA	(Milman & Pizam, 1988; Oviedo-Garcia et al., 2008; Pérez & Nadal, 2005).
		MANOVA	(Andereck et al., 2005; Madrigal, 1995).
		Confirmatory Factor Analysis	(Andereck et al., 2005; Choi & Murray, 2010; Getz, 1994; Madrigal, 1995; Milman & Pizam, 1988; Ninov, 2005; Nunkoo & Ramkissoon, 2011; Oviedo-Garcia et al., 2008; Stylidis et al., 2014; Teye et al., 2002; Yoon et al., 1999).
		Exploratory Factor Analysis	(Choi & Murray, 2010; Perdue et al., 1990; Stylidis et al., 2014; Vargas-Sánchez et al., 2011).
		Cluster Analysis	(Brida et al., 2011; Madrigal, 1995; Oviedo-Garcia et al., 2008; Pérez & Nadal, 2005).
		t-test	(Andereck et al., 2005; Milman & Pizam, 1988; Teye et al., 2002; Vargas-Sánchez et al., 2011).
		Multiple Regression	(McGehee et al., 2002; Milman & Pizam, 1988; Ninov, 2005; Perdue et al., 1990).
		Principal Component Analysis	(Pérez & Nadal, 2005; Teye et al., 2002).
		Structural Equation Modelling	(Choi & Murray, 2010; Nunkoo & Ramkissoon, 2011; Stylidis et al., 2014; Vargas-Sánchez et al., 2011; Yoon et al., 2001).
	Tourism – Other	Descriptive statistics	(Alshatnawi, 2014; Belise & Hoy, 1980; Brougham & Butler, 1981; Fan et al., 2013; Jackson & Inbakaran, 2006; Korça, 1998; Liu et al., 1987; Liu & Var, 1986; Pearce, 1980; Pizam, 1978; Rasmi, Ng, Lee, & Soutar, 2014; Sheldon & Var, 1984; Williams & Lawson, 2001).
		Chi –Square	(Belise & Hoy, 1980; Rasmi et al., 2014).

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 4-1:
Meta-analysis of analytical methods used in related studies

Method	Topics	Tools/Tests	Source
Quantitative	Tourism - Other	Correlation	(Jackson & Inbakaran, 2006).
		ANOVA	(Belise & Hoy, 1980; Jackson & Inbakaran, 2006; Liu & Var, 1986; Rasmi et al., 2014; Williams & Lawson, 2001).
		Confirmatory Factor Analysis	(Belise & Hoy, 1980; Korça, 1998; Liu et al., 1987; Sheldon & Var, 1984).
		Cluster Analysis	(Jackson & Inbakaran, 2006; Rasmi et al., 2014; Williams & Lawson, 2001).
		Multiple Regression	(Korça, 1998; Pizam, 1978; Sheldon & Var, 1984).
		t-test	(Jackson & Inbakaran, 2006).
Quantitative	Expatriate	Descriptives Analysis	(Black, 1988; Black & Gregersen, 1990, 1991a, 1991b; Hemmasi & Downes, 2013; Isakovic & Whitman, 2013; Jenkins & Mockaitis, 2010; Jun & Gentry, 2005; Kaltenborn et al., 2008; Selmer, 2002; Shaffer et al., 1999; Wan, Kee Hui, & Tiang, 2003).
		Chi-Square	(Kaltenborn et al., 2008).
		Pearson Correlation	(Black & Gregersen, 1991b; Isakovic & Whitman, 2013).
		ANOVA	(Black & Gregersen, 1991b; Black & Mendenhall, 1990; Hemmasi & Downes, 2013; Isakovic & Whitman, 2013).
		ANOCOV	(Jun & Gentry, 2005).
		Confirmatory Factor Analysis	(Black, 1988; Black & Gregersen, 1990; Isakovic & Whitman, 2013; Shaffer et al., 1999).
		t-test	(Jenkins & Mockaitis, 2010; Wan et al., 2003).
		Multiple Regression	(Black & Gregersen, 1990, 1991b; Hemmasi & Downes, 2013).
		Hierarchical Regression	(Selmer, 2002; Wan et al., 2003).
		Structural Equation Modelling	(Kaltenborn et al., 2008; Shaffer et al., 1999).
Qualitative	Symbolic Convergence Theory	Factor Analysis	Bormann et al. (2009)
	Symbolic Convergence Theory	Fantasy Analysis	(Duffy, 2003).
	Expatriate	N/A	(Walsh, 2007, 2009).
Mixed Methods	Expatriate	Descriptives	(Barnett, 2014; Shim & Paprock, 2002)
		Pearson Correlation	(Shim & Paprock, 2002).
		Cluster Analysis	(Domínguez & Maya-Jariego, 2008).
		t-test	(Domínguez & Maya-Jariego, 2008; Shim & Paprock, 2002).
		Multiple Regression	(Shim & Paprock, 2002).
Literature Review	Symbolic Convergence Theory	N/A	(Bormann, 1972, 1985; Bormann et al., 1996; Bormann, Craig, & Shields, 2003; Olufowote, 2006).
		N/A	(Andreason, 2003; Berry, 1997; Black & Mendenhall, 1991; Ellingsworth, 1988; Toh & DeNisi, 2007).

Source: Author

4.3.2.1. Objectives and Methodological Justification

The following Table 4-2 explains the various stages of the study and the relation to the objectives. All the objectives were examined in both stages, however the table identifies the stage in which each objective was most thoroughly analysed. That is, Objective I was mainly considered and appropriately analysed in stage 1, although it was also given additional consideration in stage 2. The specific details and reasoning behind each methodological choice pertinent to each stage shall be discussed in the following sections.

As depicted in Table 4-2, Objective I was largely analysed from the review of the extant literature. Much literature currently exists considering communities' perceptions of tourism, as can be seen in Table 2-1. The quantity of analysis suggests that the topic is relatively well understood and, hence, does not require excessive further analysis. However, the application of these elements in Dubai does warrant further consideration given Dubai's relatively unique tourism position and the gaps and disagreements identified in the literature (see Table 2-2). Therefore, Objective I will also briefly be analysed during the first stage of interviews to ensure no additional elements, beyond those in Table 2-1, are present in Dubai. By addressing this objective through face-to-face interviews, it was possible to provide more detailed and thorough analysis relative to the contextual base of Dubai, than through the extensive variables provided in the literature (Creswell, 2014; Dutt et al., 2015; Gray, 2009; Lucas, 1999; Peterson, 1994; Robson, 2002). More applied and generalisable analysis arose from the results of the quantitative questionnaire in the second stage (Cooper & Schindler, 2008; Lucas, 1999; Veal, 2011).

Similarly, Objective II was mostly established from the literature review. However, the lack of consideration of Middle Eastern destinations in the literature (see Table 2-4), required the inclusion of this objective in the first stage interviews to ensure potential factors missing from Table 2-3 are analysed thoroughly to be included in this study (Creswell, 2014; Lucas, 1999; Robson, 2002). Analysis occurred during the second stage questionnaire, which allowed a broader perspective (Cooper & Schindler, 2008; Hampton, 1999; Lucas, 1999) to be established, while thoroughly exploring the relationships evident in expatriate adjustment.

Objective III was built on the results of Objectives I and II to explore the role of tourism in expatriate-national adjustment. Objective III can only be partially analysed from a

detailed literature review, due to the lack of consideration of tourism as a tool for expatriate and national adjustment. Since tourism has not been considered in this light, the extant literature cannot offer significant guidance to analyse this objective or create a questionnaire to do so. Face-to-face, semi-structured interviews in the first stage allowed sufficient depth, whilst being open and controlled enough to facilitate relevant discussion (Cooper & Schindler, 2008; Lucas, 1999; Wisker, 2008). This objective was later covered in the second stage through quantitative questionnaires, which allowed confounding variables to be assessed as well as measure the generalisability of the findings from the first stage interviews (Fallon & Kriwoken, 2003; Gu & Ryan, 2010).

Objective IV was analysed from the results of the semi-structured interviews conducted in the first stage of the study. Little information currently exists concerning the nature of the relationship and degree of attachment between expatriate and nationals, especially in Dubai. Hence, interviews allowed the exact nature to be understood and explained (Creswell, 2014; Edwards & Holland, 2013; Wisker, 2008). While focus groups could also have been used to analyse this objective, the potentially sensitive nature of the topic may have limited participants' willingness to openly discuss the topics (Wisker, 2008). Hence, the more personal face-to-face interview facilitated a more controllable and discrete approach to understanding the relationship. The use of semi-structured interviews here allowed an open, yet partially structured discussion to occur (Cooper & Schindler, 2008), offering insight on topics which may not be expected, due to the limited evidence from the extant literature.

Table 4-2: Objectives' Research Method

Objective	Stage	Purpose	Question Source
I. To develop a conceptual framework for analysing expatriates' and nationals' support for tourism.	1	Apply literature results to Dubai setting	Community perceptions of tourism
	2	Test the generalisability within Dubai	
II. To review and analyse the literature on expatriates' and nationals' adjustment to each other..	1	Apply and expand literature results to Dubai setting	Expatriate Literature
	2	Test the generalisability within Dubai	
III. To analyse the influence of tourism on expatriates' and nationals' adjustment to one another in the UAE.	1	Establish the influence	Community perceptions of tourism, Expatriate Literature, & Communication Interview data
	2	Test the influence and cofounding variables	
IV. To analyse the current relationship and degree of attachment between expatriates and nationals in the UAE.	1	Establish the relationship	Community perceptions of tourism Literature
	2	Test the relationship and cofounding variables	
V.			

Source: Author

4.3.3. Methods Stages

To provide a thorough and rigorous study a two-stage method was designed which commenced with a series of qualitative interviews, grounded in theory, followed by a quantitative questionnaire. The first stage provided an in-depth understanding of the topic, with interview questions based on the extant literature. The second stage allowed for a greater number of participations to be included in the study, providing more of the community with the opportunity to express their opinions on tourism and expatriate adjustment. Furthermore, it was possible to conduct rigorous statistical tests measuring

the effectiveness of factors influencing perceptions of tourism and expatriate adjustment, while controlling for various demographic characteristics.

4.3.3.1. First Stage

In order to reduce the literary gap between the understanding of expatriate and national relations in Dubai, the first stage of the study undertook a qualitative approach by conducting face-to-face semi-structured interviews with expatriates and nationals. This stage, as identified in Table 4-2, allowed for the analysis of all of the objectives. This enabled the field of the study to be established and facilitated more in-depth and exploratory questions on the current and future situation of residents' perceptions towards tourism and expatriate adjustment methods. Semi-structured interviews give the researcher the control to ask specific questions and uncover specific information, while allowing the participant the flexibility to discuss their thoughts (Creswell, 2014; Gray, 2009). Interviews have occasionally been used in the extant literature, although this method has been largely limited to the analysis of expatriates and SCT (see Table 4-1).

The qualitative interview process, while time consuming and limited with regards to reach and generalisability (Creswell, 2014; Wisker, 2008), enabled a more thorough and in-depth analysis of the phenomena in question (Cooper & Schindler, 2008; Edwards & Holland, 2013; Lucas, 1999; Wisker, 2008). The lack of research and understanding related to the topic of national adjustment and the role of tourism in expatriate adjustment suggest that qualitative interviews were most appropriate in order to provide explanatory data on the exact nature of the proposed relationship (Cooper & Schindler, 2008). Furthermore, previous consideration of expatriate adjustment has frequently adopted a quantitative methodology (see for example Black, 1988; Jun & Gentry, 2005; Milman & Pizam, 1988; Nunkoo & Ramkissoon, 2011), leaving more detailed insights, obtainable through interviews, under-established and still unclear (see Table 4-1). Hence, qualitative research helped to offer insight into expatriate adjustment. The use of interviews enabled potential participants to better understand the topic and questions, provided more thorough and detailed answers, and provided more data-rich explanations than a questionnaire could offer (Gray, 2009). The potential complexity of the relationship between expatriates and nationals and the added complexity of considering tourism in this relationship required a thorough analysis of the various perspectives held. As such, an extensive critique is

required of not only what is occurring, but how individuals feel about this, and why they think it occurs. Such analysis and critique requires in-depth interviews in order to uncover sufficient information and understanding (Dutt et al., 2015; Gray, 2009; Peterson, 1994).

From an epistemological perspective, interviews assisted with the constructivist base of this research; detailed insight and understanding was offered on this complex topic with an abstract and complicated reality (Robson, 2002). The interviews were semi-structured, wherein the interviews asked very specific questions to participants, but allowed the participant to express their insights and perceptions at length. Probing questions were used to further encourage participants to thoroughly explore their opinions (Creswell, 2014).

The semi-structured interviews allowed the participants to discuss the topic in depth, yet remain focussed (Lucas, 1999). Semi-structured interviews "...both require and allow the interviewer to play a more active role "...[which] can lead to probing opportunities..." (Lucas, 1999, p. 79). However, as noted by the post-positivism perspective of the study (Robson, 2002), the use of semi-structured interviews requires the interviewer to act as an 'interpreter', hence injecting potential bias into the collection and analysis of the data (Lucas, 1999). Research into Milgram's (1967) SNA, a topic that has already been related to SCT and SET, has adopted qualitative approaches through the use of in-depth interviews (see Table 4-1). The result has been the development of rich and insightful data which have proved important in further understanding other significant factors (Edwards, 2010). The personal and exploratory nature of semi-structured interviews (Cooper & Schindler, 2008) gave participants the opportunity to more freely discuss topics, which they might not otherwise elaborate on in other settings such as in a questionnaire. Considering the potentially delicate nature of participants' responses, given their cultural interpretations and feelings towards adjustment, face-to-face interviews, over focus groups for example, would be prudent to allow the research to be as rigorous as possible without being misconstrued as insensitive or unethical because individuals are not given the appropriate forum for sharing their insights (Wisker, 2008).

In order to reduce the previously identified limitations of face-to-face, semi-structured interviews and support the epistemological groundings of this study, the interviews constituted the first stage of a mixed methods study wherein the interviews were

supported by a review of the relevant literature (Corbin & Strauss, 1990; Glaser & Strauss, 1967) and the use of a quantitative questionnaire in the second stage (Biesta, 2010). By utilising interviews as the first stage of the study, it was possible to arrive at a more thorough and insightful understanding of expatriate and national adjustment, and perceptions of tourism. Semi-structured interviews provided the participants with the opportunity to comprehensively discuss their thoughts relating to adjustment and tourism, yet remain focussed on the topic through probing questions (Cooper & Schindler, 2008). This facilitated a clear and detailed understanding regarding the nature of adjustment and perceptions of tourism in the UAE. These interviews then informed a questionnaire which was distributed during the second stage of the study, thereby providing a more quantifiable and extensive underpinning for the study's findings.

While the requirements for Objective I and II were largely provided from the literature review, the specific relevance to Dubai remains to be understood. Hence, both objectives received further attention in the form of interviews to enable maximum detail to emerge. In relation to Objectives I and II, the use of interviews offered detailed insight into a topic that, while having received much quantitative focus, lacks further detailed consideration (see Table 4-1). In fact, from the perspective of expatriate opinions of tourism - Objective I - and national adjustment - Objective II - even less insight is available. Interviews allowed the research to undertake an in-depth review of the various constructs and variables at work here. Objective III was addressed by asking participants about their insights on how expatriates and nationals can better adjust to one another and the potential role of tourism in this adjustment. Interviews enabled participants to discuss these various ideas at considerable length, allowing the research to provide clear and concrete suggestions. While this may be possible with quantitative methods, full depth and understanding is not necessarily possible. Additionally, alternative qualitative methods, such as focus groups, may not afford individuals the desired level of freedom and privacy they may desire to discuss such strategies (Wisker, 2008). The questions for the interviews arose out of the literature pertaining to community perceptions of tourism and expatriates to build upon current analyses of tourist, expatriate, and national relations.

4.3.3.1.1. *Population and Sample*

The population of this study included any expatriate and national living in the Dubai, UAE at the time of data collection. No screening questions were required, except those required by law (i.e. all participants must be above the age of 18). Expatriates and nationals known to the researcher, and members of various businesses, embassies, sports and social groups were contacted and asked to participate in the study, hence this stage of the study utilised a purposeful sample (Creswell, 2014; Kayat, 2002). While a purposeful sample is not ideal for the study's generalisability, it enables more accurate and relevant findings from information-rich sources (Bryman, 2008; Coyne, 1997) enabling the development of a detailed questionnaire which measured the generalisability in the second stage of the study (Creswell, 2014). Additionally, participants were asked to refer the researcher to more potential participants, following a snowball sampling method, enabling the study to consider a wider spectrum of residents (Cooper & Schindler, 2008, p. 399), beyond those immediately known or contacted by the researcher. While sample sizes in qualitative research is subjective depending on the subject matter (Sandelowski, 1995), the interviews continued until saturation was reached, as determined by the requirements of grounded theory (Corbin & Strauss, 1990; Glaser & Strauss, 1967). Saturation is the point at which no new concepts arise out of the analysis (Baker & Edwards, 2012; Glaser & Strauss, 1967; Suddaby, 2006). A total of 36 interviews were conducted with 16 Emiratis and 20 expatriates, with saturation being encountered with both populations. As depicted in Table 4-2, the focus of this stage was to collect data to be able to understand and analyse the current relationship between the expatriate and the national, how it can be improved, perceptions towards tourism, and, specifically, how tourism can be used to develop the relationship between the expatriate and the national.

It is important to note that while every effort was made to make the sample as representative as possible, the manual labour market received very limited focus. This is due to language barriers and complexities regarding access. Access can be very difficult due to the negative press surrounding the manual labour market in the UAE, hence gatekeepers are generally reluctant to grant access (see for example Carrick, 2013; Frewin, 2014). It is felt, however, that due to the relatively low working and living conditions of most of the manual labour market, interactions with both tourists and Emiratis are limited, thereby limiting potential insights for this study, notwithstanding their general importance as residents in and contributors to the UAE. The use of

snowball sampling helped to broaden the range of participants to include more diverse individuals.

4.3.3.1.2. *Data collection*

Based upon the discussion in the extant literature, several interview questions have been generated to uncover expatriates and nationals' perceptions of each other, tourism, and the potential role tourism can play in bridging the gap. Basic demographic details were gathered from each participant including: age, nationality, gender, length of time living in Dubai, previous expatriate experience, education, job position, and industry of employment. Slightly different questions were asked to expatriates and nationals, however the topics remained the same and only the wording and focus differed. Questions covered topics of expatriate adjustment, factors helping expatriate and national adjustment, perceptions of tourism, and the potential role of tourism in expatriate and national adjustment. These questions have been provided in Appendix B. The questions asked participants to recall past memories about their experiences in Dubai and explore if and how tourism could have helped with their experiences. Throughout the interview, probing questions were used in order to increase insight and understanding from participants' answers (Gray, 2009).

4.3.3.2. Second Stage

The second stage of the study followed a quantitative methodology, distributing a questionnaire to participants to gather further insights and test the generalisability of the first stage findings. The second stage allowed the theory generated in the first stage to be empirically tested with a much larger sample to allow the impact of, among other things, age, gender, education and other social characteristics to be understood. This therefore allowed the understanding and insight to be developed in the first stage, and the applicability and degree of agreement, controlling for various confounding variables, to be measured in the second stage.

Questionnaires allow opinions to be gathered in a detailed, yet generalisable manner (Cooper & Schindler, 2008; Lucas, 1999). Specifically, by using an online questionnaire, a greater number of responses are possible in a shorter period of time (Schillewaert, Langerak, & Duhamel, 1998), further improving the timeliness and extent of the study's results. In this study, the use of a quantitative questionnaire allowed a large number of expatriates and nationals from different social groups to offer their insights on the research topic. Specifically, the in-depth qualitative findings were tested

against a statistically significant sample size to establish the sentiment in Dubai relating to expatriate-national adjustment and the role of tourism. The questionnaire also allowed various demographic and descriptive characteristics to be controlled to measure whether certain sentiments are more common amongst different sections of the population, for example, whether the younger expatriate and national population feel more adjusted to one another than the older generations. The extant tourism and expatriate literature has, as identified in Table 4-1, largely utilised quantitative methodologies (Sharpley, 2014). This not only indicates the appropriateness of quantitative methods, but also provides extensive guidance on data collection methods, approaches, questionnaire design, and the most appropriate analytical tools. It also highlights the potential methodological contribution to this field of combining both quantitative and qualitative approaches.

An online questionnaire was also chosen for pragmatic purposes since many participants can be contacted in less time and at a lower cost (Bischoff & Koenig-Lewis, 2007; Schillewaert et al., 1998). By using an electronic questionnaire, a substantially higher number of participants can be reached quicker (Bischoff & Koenig-Lewis, 2007; Schillewaert et al., 1998) and potentially reflect a more representative sample of the UAE population. According to estimates of internet usage, 95.7% of the total UAE population was connected to the Internet as of June 2014 (Abbas, 2015).

As Table 4-2 demonstrates, the second stage focussed on all the objectives. The questions were informed from the literature and the data analysed in the first stage. Such an action allowed study participants' perceptions and experiences to be more widely tested and analysed. Additionally, theories and propositions from the literature were included to allow for the development of a well-informed questionnaire.

The results required for objective I and II intended to provide a current situational overview of expatriate and national adjustment and perceptions of tourism. A qualitative method, while adding rich detail, would not provide sufficient numeric scope and representativeness for these objectives. A questionnaire facilitated the involvement of a broad participant demographic base. The first stage of the study adopted a purposeful sampling approach, with individuals being selected because they would offer the most insight on the topic. The second stage adopted a convenience sampling approach, with individuals being requested to participate regardless of their 'expert' opinion, beyond being a resident of the UAE. While efforts were taken to prove

a broad population base, statistics are not publically available to confirm the samples' representativeness. Hence, the first stage provided the depth and detail needed to understand the constructs in question, while the questionnaire allowed the study to establish how wide-spread or applicable certain perceptions or suggestions are. For example, in the case of objective IV, the current relationship and degree of attachment between expatriates and nationals. The first stage of the study allowed possible perceptions to be generated and thoroughly explained, while the second stage allowed these perceptions to be tested on a more wide-scale and representative sample. Objectives I, II and III were analysed following the completion of the semi-structured interviews in the first stage, while the second stage allows credibility to be developed.

In the case of objective IV, the use of a quantitative questionnaire allowed the general opinion of expatriates and nationals in Dubai to be established in relation to their perception of each other and degree of adjustment. The detail necessary for this objective was already developed in the extant literature and, to a certain extent, in the first stage of the study. Hence the second stage enabled a stronger consensus to be provided in terms of attitudes and possible solutions.

4.3.3.2.1. Design and Survey Instrument

Participants completed questions covering the nature of the relationship between expatriates and nationals, their perceptions of expatriate adjustment strategies, their perceptions of tourism and how tourism can impact the relationship, and the effectiveness of the communication theory, SCT. The questions on the expatriate-national relationship, perceptions of tourism and role of tourism in the relationship were based on results from the first stage of the study. Questions related to methods to improve adjustment were developed from the interviews in the first stage.

The questionnaire was divided into six sections, with the questions developed based on topics discussed and gaps evident in the literature, and themes emerging from the findings of the first stage of interviews (see Table 4-3 and Table 4-5). Each section, apart from section 1, demographics, utilised Likert scale questions with five options of Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The following Table 4-3 demonstrates the general design of the questionnaire in terms of the question numbers, topics, and the general questions asked. Sections 3 through 6 sourced several questions from the interview data. Due to the prevalence in the extant literature, questions in sections 3 through 5 were enhanced by the interview data. That is, most

questions were based on the literature, with several questions reflecting discussions in the interviews. Section 6, however, proposed strategies entirely based on the results from the interviews. The initial draft of this questionnaire, along with the question sources can be found in Appendix C, with the final questionnaire in Appendix D. Appendix E reflects those questions developed from the interview data, along with an exemplary quote.

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The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 4-3:
Questionnaire Topics and Questions

Section	Question	Objective/ Question Topic	Questions
1	1-17	Demographics: Participant Demographics	Age, Gender, Highest education, Occupation, Nationality, Duration outside passport-country, Influence of living in the UAE, Duration in the UAE, Country of Birth, Tourism-related occupation, Tourist interaction Nature, Tourist interaction Frequency, Tourist interaction Locale, Type of tourist, Interaction with Emirati (Expatriate), Interaction with Emirati (Expatriate) locale.
2	18	Demographics: Personality	Extroversion, Introversion, Openness to experience, Neuroticism, Conscientiousness
3	19	Objective IV: Adjustment to Dubai	Enjoy living in Dubai, Sad leaving Dubai, Member of Dubai community, Feel at home in Dubai, Safe in Dubai, Attached to Dubai, Family attached to Dubai
4	20-22	Objective I: Perceptions of Tourism	<p>Tourism increases:</p> <p>Jobs, Standard of living, Revenue generated, Availability of activities, Frequency of cross-cultural interactions, Number of cultural activities, Community spirit, Quality of public services, Crime level, Environmental pollution, Noise, Crowds, Traffic, Housing costs, Living costs</p> <p>Participants Support for:</p> <p>Tourism, Tourism growth, More tourism jobs, More tourism growth, More tourists, More tourists from similar cultures to the UAE, More tourists from different cultures to the UAE.</p>
5	23 & 24	Objective II: Expatriate/ National Adjustment	Understood local culture, Interested in local culture, Previous expatriate experience, Family adjustment to Dubai, Frequent interactions with Emiratis (Expatriates), Positive interactions with Emiratis (Expatriates)
6	25	Objective III: Expatriate-National Relationship	<p>Developed based on results from first-stage interviews.</p> <p>Improve relationship between Expatriates and Emiratis, it is important to: Use tourism, be aware of differences, Identify differences, Understand Emirati culture, Accept Emirati culture, be accepted by Emiratis, Improve relationship, develop society, have a moral duty, be willing to learn, feel positive during interaction, belong to the local society.</p>
7	26	Objective IV: SCT	Preference to talk with similar age, gender, religion, education, job, and social level. Topics should be: in my language, funny, interesting, repeated, and relevant to remember and understand. Willingness to talk about topics found interesting, repeated, relevant, funny, morally right, practical, about my culture, in my language.

Source: Author

As can be seen in Table 4-3, the first section gathered demographic information relating to the participants, including their age, gender, education, degree of interaction

with tourists, and degree of interaction with nationals. These questions were based on the extant literature and gaps relating to the demographics of participants (Black et al., 1991; Jun & Gentry, 2005; Milman & Pizam, 1988; Pizam, 1978). The second section gathered information on participants' personality, following the big five traits (Huang et al., 2005). The third section considered participants' attitudes towards Dubai – Objective IV, a key component of community attachment (Jurowski et al., 1997; Lankford, 1994; Liu et al., 1987; Madrigal, 1995; Nunkoo & Ramkissoon, 2011), in addition to a ranking of the various elements – that is, which elements do participants consider to be the most important. Section four questioned participants on their attitudes towards tourism – Objective I, including elements of perceived impact on job creation, revenue generation, quality of public services, crime, pollution etc. (Brida et al., 2011; Sheldon & Var, 1984; Stylidis et al., 2014). This section also addressed participants' opinions of tourism in Dubai, regarding future development. The premise of section three was grounded in SET, with efforts being made to understand if support for tourism can be based on positive perceptions of tourism (Perdue et al., 1990).

Section five focussed on the elements of expatriate adjustment, based on whether expatriates believed they could or could not adjust to living in Dubai – Objective II. The questions addressed potential areas of support or conflict such as the local culture, previous expatriate experience, family adjustment, and interactions with Emiratis (see Table 2-4). Section six considered elements of current, and possible future, relationship between the expatriate and the national – Objective III. Various strategies derived from the interviews were listed and participants were asked to rate their level of agreement with each strategy. The final section addressed the communication theory of SCT and the role SCT may play in the interaction process between expatriates and nationals, best related to Objective IV. The questions developed here were adapted from the work of Bormann et al. (1996), Bormann et al. (1997), and Shields (2000), as discussed in Chapter: 2. This section also explored the potential role of SCT (adapted from Bormann et al., 1996, 1997; Shields, 2000) in helping develop the relationship by asking participants to identify important factors of SCT to facilitate greater interaction.

The questionnaire was distributed twice. The first round facilitated preliminary Exploratory Factor Analysis to be conducted to allow for the creation of a more robust instrument (Ruvio & Shoham, 2016). The results of the instrument refinement have been explained later in this chapter and in Appendix F. Two versions of the questionnaire were created for distribution. One was targeted at expatriates, and one

targeted towards nationals. In all cases, the essence of the questions were the same, but worded differently in the national survey, compared to the expatriate survey. For example, expatriates were asked to identify factors that helped them adjust to Dubai. Nationals were asked to identify factors that helped them adjust to the expatriate. Questions relating to perceptions of tourism were identical for both expatriates and nationals. English was used in the survey since English is widely spoken in the UAE (see Kantaria, 2013).

4.3.3.3. Population and Sample

Electronic questionnaires were distributed to expatriates and nationals in Dubai. The customers of a number of retail and consulting companies in Dubai were contacted and asked to participate in the study (Bischoff & Koenig-Lewis, 2007). Previous experience has yielded in excess of 3,000 useable surveys (Dutt & Ninov, 2017). At the conclusion of the questionnaire, participants were asked to recommend other participants. As a result, this stage of the study followed a convenience and snowball sampling approach. An incentive to participants to complete the study (Bischoff & Koenig-Lewis, 2007) was not offered due to legal restrictions regarding survey incentives and prize draws (see O'Connell & Saleem, 2016).

4.4. Field Work

4.4.1. Pilot Study

Two independent pilot studies were conducted to test the interview procedures and measure the validity of the qualitative interviews, and to test the validity and reliability of the quantitative questionnaire. Both pilot studies were conducted in the same manner as the final data collection method. These pilots have been explained in the following sections.

4.4.1.1. First Stage Pilot Study Results

To ensure the accuracy and quality of the interview questions, the interview questions were distributed to two members of faculty at a university in the UK and three members of faculty at a university in Dubai. Reviewers were asked to read the questions and comment on their quality. Only minor changes were made to the questions, with the question order adjusted and an additional probing question asked concerning the interviewee's perception of importance regarding interaction with expatriates and Emiratis.

Additionally, the interview data were triangulated with findings from the extant literature and through the use of a questionnaire in the second stage of the study. Interviews were only completed once theoretical saturation (Glaser & Strauss, 1967) had been confirmed (Gray, 2009). This ensured that the participant's views were fully captured and explored and as much insight as possible was obtained. A thorough analysis of the literature relating to expatriate and national adjustment, and perceptions of tourism, allowed a strong theoretical knowledge base to be developed. This information was extended and enhanced through the first stage interviews to consider the local environment of Dubai and the current temporal situation. Additionally, the under-reported impact on the national and the lack of consideration of tourism was addressed. The final element of the triangulation endeavoured to measure the extent to which the literature and interview findings could be used to describe a wider, more diverse population. Finally, the pilot interview uncovered no issues regarding the questions or interview style, beyond the addition of probing questions (Lucas, 1999). The full data collection process proceeded as planned, with in-depth interviews averaging 59 minutes per interview, with a standard deviation of 12 minutes.

4.4.1.2. Second Stage Pilot Study Results

The questionnaire used in the second stage of the study was checked for validity prior to being pilot tested amongst members of the study's sample. To ensure the questionnaire's validity, members of faculty from a university in Dubai were requested to review the questionnaire, its structure, and the questions. This helped to ensure the questions were clear and correctly targeted. The reliability of the study was measured through a Cronbach's alpha test after the completion of a pilot study. The pilot study also helped to confirm that the study's sample accurately understood and interpreted the questionnaire.

Reliability tests were conducted after the initial study for Exploratory Factor Analysis, the pilot study, and after the full study for the final questionnaire. These results are depicted in Table 4-4.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Table 4-4:
Reliability Tests*

Construct	EFA Cronbach Alpha	Pilot Study Cronbach Alpha	Final Study Cronbach Alpha
Personality	0.420	0.591	0.251
Attachment to Dubai	0.919	0.913	0.921
Impacts of Tourism	0.802	0.744	0.796
Opinions of Tourism	0.890	0.828	0.843
Adjustment to Dubai	0.875	0.565	0.810
Improved Adjusted to Dubai	0.895	0.793	0.831
Communication	0.866	0.733	0.818

From the preceding pilot reliability results, only the construct related to Personality proved to have an inadequate internal reliability of below 0.7 (Pallant, 2007). However, because the questions were designed to measure personality the scale includes conflicting questions which can lower the overall score.

The pilot study Cronbach alphas demonstrated that all constructs bar Personality and Adjustment to Dubai were acceptable. Personality was, again, below the 0.7 threshold. However, as mentioned earlier, the conflicting nature of the questions relating to individual personality could explain the low score. Adjustment to Dubai now demonstrated an unacceptable reliability. The statement 'My Family adjusted to living in Dubai' proved to be the largest issue. This was therefore changed to 'My family are comfortable living in Dubai'.

The results from the final study demonstrated no concerns regarding the reliability of the constructs, with all falling above the 0.7 threshold (Pallant, 2007) and hence analysis was able to proceed unhindered. The only exception was related to the personality construct. However, since the questions relate to individual's personality and may not appear to relate to each other which can explain the low reliability scores.

4.5. Data Analysis

Data analysis commenced with the review of the literature to extract the underlying theories relevant to both tourism and expatriation. These literature findings were constantly referred to and compared with results emerging out of the primary data collected in the study, consistent with the practices of grounded theory (Corbin & Strauss, 1990, 2008; Glaser & Strauss, 1967). The interviews in the first stage of the

study were analysed as soon as the interview was completed, again, in accordance with grounded theory (Corbin & Strauss, 1990; Glaser & Strauss, 1967). Questionnaire results were analysed using descriptive statistics, factor analysis, multiple regression, t-tests, ANOVAs, and Pearson correlations. All analytical approaches were adopted based on the extant literature and with the aim of offering the most insightful details to answer the respective objective. This section details what analytical approaches were adopted and why.

4.5.1. First Stage Data Analysis

The interviews were recorded and transcribed verbatim. These responses were analysed and coded in line with the literature and analysed concurrently with the literature (Corbin & Strauss, 1990; Glaser & Strauss, 1967). Analysis and data collection occurred simultaneously to allow adjustments in the interview process, enabling specific emerging themes to be better detected and analysed (Corbin & Strauss, 1990). Due to this open coding approach, it is important for the researcher to remain open to themes as they emerge (Walsh et al., 2015). These responses were reread multiple times to extract as much information as possible from the transcriptions and to ensure that no themes are missed (Creswell, 2014). Transcriptions were read, looking for key terms emerging from the text and then for key terms from the literature (Holton, 2007) with these being compared to one another and across participants to uncover similarities and differences (Corbin & Strauss, 2008; Dutt et al., 2015; Gray, 2009; Holton, 2007). This coding method has been termed substantive coding with open and selective phases (Glaser & Strauss, 1967; Evans, 2013). Interviews were, therefore, read looking for themes identified from the literature and newly emerging themes from the participants' discussions. This meant that interview themes were grounded in the literature as well as reflective of emerging traits from participants' perspectives. The analysis tool Qualitative Data Analysis (QDA) Miner was used to compile the transcribed interviews and code the data. Such a tool allowed themes to be colour-coded and searched, with the respective quotes extracted. The researcher scanned the transcripts and coded the data in line with content analysis practices (Holton, 2007; Weber, 1990). The QDA tool allowed the themes to be identified and quotes extracted. Furthermore, QDA allowed themes to be merged with relative simplicity, enabling the researcher to initially create a very detailed and broad set of themes which could later be merged to form a more succinct and appropriate selection of themes. QDA was utilised over other automatic tools due to the researcher's

familiarity with the tool and concerns over the language used by participants. For the vast majority of interview participants, English was not their first language and therefore had differing comfort levels in English and varying vocabulary breadths. Consequently, the context of the discussion and words used became increasingly important, which automated tools normally struggle to detect.

Once each interview had been conducted, transcription began immediately to ensure maximum insight was provided in the transcription and ensure minimal data loss in case the recorder failed or permission to record was not given (Bryman & Bell, 2011). The manual transcription process also helped to ensure that the researcher was able to conduct an initial review of the transcriptions before more detailed analysis occurred. Once the transcription had been completed, it was then read to uncover the general discussion, before it was re-read to specifically look for key themes (Bryman & Bell, 2011; Creswell, 2014; Weber, 1990).

Themes were extracted in one of three ways; firstly, emerging key words which participants repeated or stressed as important, for example Activities, or Safety; secondly, emerging concepts and ideas which, while discussed using different terms, all reflected the same idea, such as 'different nationalities' or 'different cultures' to refer to a multinational society; and thirdly, themes from the literature which were repeated in the interviews, such as Personality, or the Host (Creswell, 2014; Duriau, Reger, & Pfarrer, 2007; Weber, 1990). During the initial coding process, themes were created with limited concern for duplicates (Bryman & Bell, 2011; Hsieh & Shannon, 2005). Through the QDA tool duplicate or similar themes were merged to form a more appropriate collection of themes. While time consuming, such an action meant that multiple perspectives on the same theme were clearly apparent, facilitating a simpler explanation in the findings chapter. Once the coding and merging were complete, themes were extracted from the transcription and re-examined to ensure they appeared appropriate. For example the theme of Convenience was uncovered in participant's discussions. Initially, Convenience was split into several themes: Convenient services, Government convenience, lack of convenience, and convenient facilities. After the initial coding process, it was discovered that these were all different perspectives of the same topic – Convenience – and were therefore – merged into one theme, with several sub-themes. The break-down of Convenience into these sub-themes initially meant that the write-up and explanation of this theme was then clearer

and more accurate in the results chapter, which then explained the different perspectives of Convenience. In another scenario, the theme of meeting locals was originally coded as Meeting Locals – Important, and Meeting Locals – Unimportant. This discrepancy meant that the later write-up of the theme was able to more accurately reflect participants' perspectives on the value of local interactions, including one of some or no importance.

Appendix G and Appendix H provide a breakdown of the themes and codes occurring from the interview data. These themes were then used to construct the questionnaire, which can be found in Appendix C - the draft questionnaire, and Appendix D - the final distributed questionnaire.

4.5.2. Second Stage Data Analysis

The questionnaire was analysed through Structural Equation Modelling, through Factor Analysis (FA) (Choi & Murray, 2010; Kaltenborn et al., 2008); Multiple Regression (Korça, 1998; McGehee et al., 2002); ANOVAs; t-tests; and correlations (Gu & Ryan, 2010; Jackson & Inbakaran, 2006). These tests have received much consideration in the extant literature (see for example Belise & Hoy, 1980; Black & Gregersen, 1991b; Jackson & Inbakaran, 2006; Madrigal, 1995; Nunkoo & Ramkissoon, 2011; Perdue et al., 1990), as can be seen in Table 4-1. Structural Equation Modelling was used to build and test a model to explain the role tourism plays in improving relations between the expatriate and the national. Multiple regression was used to test the predictive relationships in the model. ANOVAs, t-tests, and correlations, were used throughout the study for all objectives in the second stage identified in Table 4-2 to test the presence of relationships between participants' demographic characteristics and the selected strategies. This enabled the generalisability of the model to be thoroughly examined, controlling for various moderating variables; nationality and gender, for example. These methodologies and tests will allow the model in Figure 2-3 to be developed and empirically tested. The following Table 4-5 summarises the question topics that will form the questionnaire, the relevant objective, analysis method, and question sources. To add clarity and to further explain the question analysis methods, the following sections detail the purpose of the various tests, as well as the justification for their usage, according to whether the question analyses the study's demographics or model.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 4-5:
Questionnaire question topics, analysis, and sources

Question	Question Topic	Objective	Demographic/ Model Analysis	Analysis Test	Question source(s)
1-18	Participant Demographics & Personality	ALL	Demographic Analysis	ANOVA, t-test, Correlation	(Adapted from Brida et al., 2011; Huang et al., 2005; Lankford, 1994; Madrigal, 1995; McGehee et al., 2002; Stylidis et al., 2014; Yoon et al., 1999).
19	Adjustment to Dubai	I, II, III	Demographic Analysis	ANOVA, t-test, Correlation	(Choi & Murray, 2010; Kaltenborn et al., 2008; Ninov, 2005).
20 & 22	Perceptions of Tourism	II, IV	Demographic Analysis	ANOVA, t-test, Correlation	(Brida et al., 2011; Oviedo-Garcia et al., 2008; Sheldon & Var, 1984; Stylidis et al., 2014; Vargas-Sánchez et al., 2011; Yoon et al., 1999). See Table 2-1 and Table 2-2 and Stage 1 Interview results.
23 – 24	Expatriate/ National Adjustment	ALL	Demographic Analysis	ANOVA, t-test, Correlation	See Table 2-3 and Table 2-4
25	Expatriate-National adjustment improvement	I, II	Model Analysis	SEM (FA)	Stage 1 Interview results
26	SCT	I, II	Model Analysis	SEM (FA)	(Bormann et al., 1996, 1997; McPherson et al., 2001; Shields, 2000)

Source: Author

4.5.2.1. Demographic Analysis

In order to better analyse the demographic characteristics of participants and consider their impact upon expatriate-national adjustment, ANOVA, t-test, and correlation tests were conducted (Adapted from Brida et al., 2011; Huang et al., 2005; Lankford, 1994; Madrigal, 1995; McGehee et al., 2002; Stylidis et al., 2014; Yoon et al., 1999). These tests have received focus in previous studies, as can be seen in Table 4-1. These tests help facilitate analysis into the various confounding variables that may influence the degree and manner in which expatriates and nationals adjust to one another. Depending on the type of data collected, different tests can be conducted to understand the impact of an individual's demographics and the proposed relationship. For example, the impact of participants' duration of residence in the UAE on their adjustment to nationals or expatriates was tested with correlation tests.

4.5.2.2. Model Analysis

The model proposed in Figure 2-3 was tested through the use of Structural Equation Modelling, through Factor Analysis (FA). Table 4-1 demonstrates that both approaches have received much consideration in the extant literature being used to group variables and test proposed models, respectively. The uncertainty and potential complexity surrounding the proposed theory requires a test such as factor analysis to compile and reduce the variables in the questionnaire to a more appropriate and controllable number. To aid in the development of an accurate instrument, Exploratory Factor Analysis (EFA) was conducted (Ruvio & Shoham, 2016). Such analysis enabled poorly related questions to be removed and allowed for preliminary tests on the model to be conducted.

4.5.3. Instrument refinement

In order to test the generalisability of the qualitative findings and the hypotheses proposed in the literature review, a questionnaire was developed from the extant literature and the qualitative results. The original questionnaire can be found in Appendix C. To provide more accurate and robust results, the questionnaire was initially tested using Exploratory Factor Analysis. Such analysis offered preliminary insight into the possible factors that could arise, as well as refine the questionnaire (Pallant, 2007; Ruvio & Shoham, 2016).

4.5.3.1. Descriptive Statistics

Since the preliminary analysis was concerned with the assessment of the questionnaire's scales, full descriptive analysis was not conducted. A total of 229 questionnaires were returned, providing a response rate of 2.29%. The vast majority (210, 92%) of participants were expatriate, with the remaining (19, 8%) being Emirati. This breakdown is similar to the population structure of the UAE (Isakovic & Whitman, 2013). After the conclusion of the full data collection process, 439 responses were provided, representing a 2% response rate. Furthermore, out of the total of 439 completed responses, around 62% completed the entire questionnaire, resulting in around 270 valid responses. However, a number of individuals did not disclose their demographic characteristics, which resulted in a slight discrepancy between the number of individuals completing the demographic questions and the remaining constructs.

4.5.3.1.1. Exploratory Factor Analysis

As a component of the survey instrument's reliability tests, exploratory factor analysis was performed on the constructs of Impact of Tourism, Opinions of Tourism, Adjustment to Dubai, Improved Adjustment, and Communication. In all cases, the procedures recommended by Pallant (2007, Chapter 15) were followed. All constructs were deemed appropriate, with all coefficients above 0.3 from the correlation matrix. The Kaiser-Meyer-Olkin values over 0.6 and significant Barlett's Test of Sphericity supported the factorability of the correlation matrix with significance values of 0.000 (Kaiser, 1974; Pallant, 2007 Chapter 15). Further specifics relating to the results of each construct are described in Appendix F. The necessary revisions suggested from the factor analysis are reflected in the following tables.

Table 4-6 demonstrates the alterations to the questions within the construct of Impacts of Tourism. Four questions were altered, with three questions being merged together and one being deleted.

*Table 4-6:
Impact of Tourism Construct Adjustment*

Question	Communality score	Action
The number of jobs	0.368	Merged to 'The standard of the economy (Jobs, income, standard of living etc.)'
The standard of living	0.539	
The revenue generated	0.557	
Community spirit	0.588	Deleted

Table 4-7 reflects the adjustments to the construct Tourism Opinions, where three questions were deleted for reflecting poor results compared to other questions within the construct.

*Table 4-7:
Tourism Opinion Construct Adjustment*

Question	Communality score	Action
I like tourism because Dubai has clear rules and regulations for tourists	0.602	Deleted
I like the service quality in Dubai that tourism has encouraged	0.418	Deleted
I think more tourists from a culture similar to the UAE should visit	0.547	Deleted

The changes to the Adjustment construct is shown in Table 4-8. A number of questions were altered due to poor loadings. Three questions were deleted and a further 10 questions were merged into four more appropriate questions.

*Table 4-8:
Adjustment Construct Question Adjustment*

Question	Communality score	Action
I understand Arabic	0.317	Merged to 'The language barrier in Dubai is small'
Emiratis understand English	0.306	
I understand the local culture	0.476	Deleted
I travel internationally	0.574	Merged to 'I have international experience (travel and work
I have had previous experience as an expatriate	0.194	
I understand the systems in Dubai	0.570	Deleted
My company conducted an orientation/induction programme to Dubai	0.508	Merged to 'my company assisted with my adjustment'
My company benefits (e.g. accommodation, child schooling support)	0.512	
Dubai is a multi-national society	0.350	Merged to 'Services and lifestyle in Dubai are international, convenient and support adjustment'
Services in Dubai are very convenient	0.505	
Facilities in Dubai reflect my culture	0.561	
Dubai's lifestyle is supportive of adjustment	0.527	
Dubai is a different environment to what I am used to	0.415	Deleted

The construct of Improved Adjustment was altered, according to the details in Table 4-9. In this case, four questions were deleted while two were merged.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Table 4-9:
Improved Adjustment Construct Adjustment*

Question	Communality score	Action
I knew Arabic	0.527	Merged to 'My language skills were improved to reduce the language barrier'
Emiratis knew English	0.307	
I could meet other residents through hobbies I do	0.482	Deleted
I had friends or family visit me from abroad	0.535	Deleted
There were more cultural activities at my/my children's school	0.570	Deleted
Dubai was marketed to tourists as a more cultural destination	0.553	Deleted

In the final construct, Communication in Table 4-10, seven questions were merged into a single question, and one further question was deleted.

*Table 4-10:
Communication Construct Adjustment*

Question	Communality score	Action
I prefer to talk with people who are similar to my age	0.603	Merged to 'I prefer to talk with people who are similar to me (similar age, gender, education, religion, job, social level, language)'
I prefer to talk with people who are of the same gender	0.712	
I prefer to talk with people who have a similar religion to me	0.728	
I prefer to talk with people who have a similar education to me	0.723	
I prefer to talk with people who have a similar job to me	0.750	
I prefer to talk with people who are of a similar social level to me	0.705	
Topics must be discussed in my own language for me to remember/understand	0.685	Deleted
I will talk to other people about topics in my own language	0.734	

4.6. Ethical Considerations

To ensure this study was conducted according to the highest ethical standards, a number of practices were followed. Firstly, ethics approval for the research, including

the collection and analysis of data was sought from the awarding institution, the University of Exeter, which closely follows good practice guidelines recommended by UK research councils such as the Economic and Social Research Council (ERSC). The submitted forms have been provided in Appendix I. At both stages of the study, informed consent was sought from participants (Bryman, 2008, p. 467).

During the qualitative interviews, participants were asked to sign a consent form (Appendix J), agreeing to be interviewed and tape recorded. Participants were also informed that they could end the interview and at any time, refuse to answer questions, and/or ask that their interview not be analysed further. In two cases, participants requested not to be tape recorded and in one situation, a participant requested not to answer a question. Participants in the quantitative questionnaires were given instructions prior to beginning the questionnaire explaining that, as with the qualitative interviews, participation was voluntary and could be ended at any time.

Throughout both stages of data collection, participant anonymity was considered paramount. Consequently, all efforts were taken to ensure that participants could not be identified either by name or digital foot print. During the interviews, any identifying features – names and companies, for example – were removed and participants were assigned a number only. Questionnaires were also collected without accounting for identifying characteristics. IP addresses were not recorded and any email addresses provided were stored in an independent file from participants' responses. All data was held in protected files on an encrypted computer to further ensure participant data security. Any elements required to contact interview or questionnaire participants were not stored with participants' answers. Consequently, it is not possible for any third party to identify a participant and their responses.

All interviews and questionnaires were conducted with adherence to the legal and cultural sensitivities of the UAE and Dubai. As a result, participants had to be over 18 years of age, rewards and incentives could not be offered, and questions or statements which would criticise the local government and rulers were avoided (see Kelly & Procter, 2012; US State Department, n.d.).

4.7. Summary

To provide the most insight on the topic and the developed objectives, a two-stage, mixed methods study was designed. Stage one adopted a qualitative approach through the use of face-to-face semi-structured interviews. Such an approach allowed insightful

explanatory information to be developed on topics lacking literary grounding. Stage two followed a quantitative approach where an electronic questionnaire was distributed to measure the generalisability of the first stage results and test impact of various demographic factors on perception of tourism and adjustment. All four objectives were tested through both stages, although Objectives III and IV were primarily tested through the first stage, due to the lack of supporting literature. At both stages of the study, the sample constituted of expatriates and nationals in Dubai.

By following a two-stage mixed methodology, following grounded theory, the study was able to develop new insights on a topic lacking literary grounding, while also testing the results on a larger sample and controlling for various demographic influences. This brings the discussion to the first of two results chapters.

CHAPTER: 5. HOW DO EXPATRIATES AND NATIONALS ADJUST? QUALITATIVE RESULTS: THE FIVE ARENAS OF ADJUSTMENT

5.1. Introduction

As detailed in the methodology chapter, all four objectives were analysed through the first stage qualitative interviews. Objectives I and II, support for tourism and expatriate-national adjustment, had already been established from the literature review, but a more specific Dubai-focus was investigated during this interview stage. Objectives III-IV were only able to be fully explored during the interviews. Hence, new insight is particularly evident in relation to the role of tourism in expatriate adjustment, the nature of the current relationship and degree of attachment between expatriates and nationals in Dubai, and possible solutions to enhance the relationship. This chapter begins with the identification of the participants' demographics, before a brief summary of the interview process is explained. The results of the interviews are then analysed according to their respective objectives. Large emphasis is placed on the five Arenas of adjustment, which are key areas participants described as facilitating adjustment, which covered Objectives II, III, and partial areas of Objective IV.

5.2. Demographics

Qualitative interviews were conducted with expatriates and Emiratis living in Dubai. A total of 20 expatriates and 16 Emiratis agreed to be interviewed. As identified in the previous methodology chapter, a multi-pronged sampling approach was utilised, including purposeful and snowball sampling to provide maximum insight on the topic while also striving to reduce any possible researcher network bias. Table 5-1 summarises the demographics of the interviewees.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 5-1:
Summary Interview Demographics

Variable	Characteristic (n)
	Expatriate
Age	26-30 (3) 31-35 (5) 36-40 (2) 41-45 (1) 46-50 (2) 51-55 (3) 56-60 (3) 61+ (1)
Nationality	British (2) Bulgarian (1) Canadian/British (2) Dutch (1) Finnish (1) French (1) Indian (1) Japanese (1) Jordanian (2) New Zealander (1) Russian (1) Spanish (2) Swaziland/South Africa (1) Swiss-German (1) Syrian (1) Turkish (1)
Occupation	Teacher – High School (1) Teacher – University (5) House-wife (3) Sales – hotels (2) Events management (1) Chef (1) Financial Advisor (1) Unemployed (1) Online Travel Agent (1) Engineer (1) Sales – electronic goods (1) Make-up artist (1) Consultant (1)
Time as an Expatriate	0-5 (3) 6-10 (5) 11-15 (2) 16-20 (3) 21-25 (3) 26-30 (3) 31+ (1)
Time in Dubai	0-5 (9) 6-10 (6) 11-15 (1) 16-20 (3) 21-25 (1)
Family	Yes (17) No (3)
Gender	Male (15) Female (5)

*Table 5-1 continued:
Summary Interview Demographics*

Variable	Characteristic (n)
	Emirati
Age	21-25 (3)
	26-30 (2)
	31-35 (4)
	36-40 (2)
	41-45 (1)
	46-50 (1)
	51-55 (1)
	56-60 (1)
	61+ (1)
Occupation	Finance (3)
	Police (1)
	Government (1)
	Retired (1)
	House-wife (1)
	Lawyer (1)
	General Manager – Hotel (2)
	Cultural trainer (1)
	Events (1)
	Hotel Front Desk Agent (1)
	Studying (1)
	Academic staff (1)
	Human Resources (1)
Gender	Male (8)
	Female (8)

Source: Author

The following table (Table 5-2) provides the participant-specific characteristics, organised chronologically by interview date.

*Table 5-2:
Participant-Specific Characteristics*

Participant	Age /Years	Nationality	Occupation	Time as an Expat/Years	Time in Dubai/Years	Family in Dubai	Gender	Education
P1	40-50	Japanese	Regional MD	10	5	Yes	Male	Bachelor
P2	60	New Zealand	Director of Training	23	20	Yes	Male	PhD
P3	38	Jordanian	Director of Sales (hotel)	15	8	Yes	Male	BSc Aviation maintenance management
P4	58	French	Aircraft Maintenance Director	26	3	Yes	Male	French Air Force
P5	34	Dutch	Director of Sales (Online Travel)	22	11	Yes	Male	BSc Hospitality Management
P6	37	Spanish	Housewife	23	0.5	Yes	Female	Diploma Tourism and Healthcare

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Table 5-2:
Participant-Specific Characteristics*

Participant	Age /Years	Nationality	Occupation	Time as an Expat/Years	Time in Dubai/Years	Family in Dubai	Gender	Education
P7	30-35	Russian	Make-up Artist	4	4	Yes	Female	Bachelor (Geography)
P8	40-50	Emirati (Abu Dhabi)	Receptionist	N/A	N/A	Yes	Female	Bachelor (Hospitality)
P9	36	Emirati (Dubai)	GM Office Tower	N/A	N/A	Yes	Male	Bachelor (Financial Services and Banking)
P10	34	Emirati (Dubai)	Executive Director Government	N/A	N/A	Yes	Female	PhD Candidate
P11	33	Turkish	Associate Professor	9	3	No	Male	PhD
P12	28	Jordanian	Event Manager	8	8	Yes	Male	MBA (Hospitality)
P13	45-50	Syrian	Lecturer	26	22	Yes	Female	MSc Language Studies
P14	35	Spanish	Financial Advisor	5	5	No	Male	MBA
P15	33	Finish	Chef	10	4	No	Male	BSc Hospitality Management
P16	27	Emirati (Dubai)	Student	N/A	N/A	Yes	Female	MBA (Hospitality)
P17	54	Swiss-German	Co-Owner Consultancy	27	6.5	Yes	Female	MSc (Hospitality)
P18	34	Emirati (Dubai)	Police	N/A	N/A	Yes	Male	Diploma in Media
P19	55	British	Teacher	17.5	17.5	Yes	Male	BA (Hons)
P20	25	Emirati (Dubai)	Finance Manager	N/A	N/A	Yes	Male	MSc Finance
P21	52	Emirati (Dubai)	MD Cultural Centre	N/A	N/A	Yes	Male	Bachelor (Interior Design)
P22	24	Emirati (Dubai)	Financial Analyst	N/A	N/A	Yes	Female	BBA
P23	63	Australian-British	Assistant Dean	31	16	Yes	Male	DocSoSci
P24	41	Bulgarian	Assistant Dean	17	10	Yes (3.5/17)	Male	PhD

*Table 5-2 continued:
Participant-Specific Characteristics*

Participant	Age /Years	Nationality	Occupation	Time as an Expat/Years	Time in Dubai/Years	Family in Dubai	Gender	Education
P25	27	Swaziland	HSE Executive	6	6	Yes	Male	Diploma Gemmology
P26	55	British-Canadian	Lecturer	25	3 weeks	Yes	Male	MBA
P27	57	British-Canadian	Housewife	16	3 weeks	Yes	Female	MBA - Human Resources
P28	22	Emirati (Dubai)	Financial Analyst	N/A	N/A	Yes	Male	High-School
P29	56	Emirati (Dubai)	Hotel GM	N/A	N/A	Yes	Male	MBA
P30	26	Indian	Hotel Sales	9	9	Yes	Male	BSc Hospitality Management
P31	40	Emirati (Dubai)	Assistant Director of Events (Hotel)	N/A	N/A	Yes	Female	Diploma Airline customer service
P32	21	Emirati (Dubai)	University Government Relations	N/A	N/A	Yes	Female	BSc Hospitality Management
P33	62	Emirati (Dubai)	Retired	N/A	N/A	Yes	Male	Diploma Translation and Interpreting
P34	35	Emirati (Dubai)	Housewife	N/A	N/A	Yes	Female	BSc Business Information Technology
P35	35	Emirati (Dubai)	Lawyer	N/A	N/A	Yes	Female	Masters' in Law
P36	43	Emirati (Dubai)	VP HR	N/A	N/A	Yes	Male	Bachelor - Engineering

Throughout this analysis, quotes will be attributed to the participant and their status as an expatriate or a national. Expatriate Participants will be cited as 'ExP', while National Participants will be cited as 'NP'.

5.3. Objective I: Expatriates' and National's Support for Tourism

During the interviews, participants were questioned on their perceptions of tourism - an intentionally broad and open topic to allow participants' to freely share their ideas – and their likes and dislikes of tourism. When asked about their perceptions of tourism, the

most common themes discussed included tourism growth, the economic impact of tourism, tourism jobs, hotels and restaurants, tourism organisation, and tourism as an opportunity to meet people. The consensus seemed to be, regardless of participant demographics, that tourism was liked and supported across all areas. Specifically, it is interesting to note that perceptions of tourism were similar between participants, regardless of their involvement in tourism. This would suggest that, due to the prominence of tourism in Dubai, individuals did not need to be directly involved in the sector to hold relatively similar insights into tourism. All participants had a tendency to discuss tourism in a very similar vein and there were rarely negative issues raised relating to tourism, except when specifically probed.

5.3.1. Economic Perceptions

One of the first and most positively perceived areas related to the economic perceptions of tourism. Both expatriates and Emiratis saw economic impacts of tourism in a positive light and often covered generic economic factors, over more detailed and specific ones. Participant 35, an Emirati, explained from an economic perspective that tourism provided an opportunity to diversify:

...I'm happy with that [tourism] because we always as a country, we need to try to find another source of income for a country other than just relying on petrol.... (NP35)

Expanding on this, Participant 30 related the importance of tourism to Dubai's lack of alternative resources:

... [tourism is] more and more important for not only for the economy, it's very important for the economy of Dubai, especially with Dubai not having a lot of natural resources compared to its neighbours it's in Dubai the city has focused on and is doing exceptionally well. (ExP30)

Some participants, regardless of their tourism experience, additionally referred to the interconnected nature of tourism as a positive aspect. That is, they liked how Dubai's tourism sector was a holistic product:

It's [tourism] a brilliant industry here and in here it's an industry above anything else. It's not like Paris where you've had a great bustling cultural city that attracts tourism from, for what it is. Dubai is just an industry you have 5-star hotels, beautiful climate, you have infrastructure that's built to cater for that industry. (ExP15)

Specifically in the case of Dubai, as expressed by ExP15, tourism is an integral component of the life and economy of the city and is not an add-on to existing

infrastructure. This suggests that tourism's significance to the city is clearly apparent and fully imbedded in the fabric of Dubai society, consequently making tourism a respected economic activity.

The greatest apparent criticism from an economic perspective was provided by an expatriate, Participant 25 – not working in tourism, who commented on the impact of seasonality and economic downturns on Dubai's tourism product. They saw tourism's economic impact spread to affect other businesses other than 'standard' tourism businesses:

For me, as, I guess you could say, a freelance designer and manufacturer, my business has been greatly impacted. Because of the lack of tourism coming in, due to the fact that it is cheaper for them to vacation in their own countries now than it is to actually come to Dubai. So what we're getting at the moment is a middle-class traveller who has sort of saved until their kids have left home, or their kids are slightly older and they are coming in on a budget and therefore are not spending, therefore, not attractive to the GDP because they are coming in on a vacation package which is all-inclusive, they have X amount of spending money and they've sort of predetermined what they're doing when they get here. And generally my sector [Jewellery] is not included in that. So, again, going back to the two or three star properties, if those were kept by Dubai government and the highest standards and laws were greater in force in those properties, you would get the medium class traveller who would be happy to stay in those properties therefore having more money to positively affect the GDP of the country. (ExP25)

The final area of consideration which arose when discussing the economic perception of tourism related to the revenue generated for Dubai:

Tourism actually they are good and for our country because we get revenue from them as well this is important for the country. (NP28)

The prevailing perception among participants was that tourism influenced Dubai's economy in several ways - seasonality, product and service variety, source of GDP, and economic sustainability - all of which was seen in a mostly positive light, where tourism improved the situation for Dubai's economy.

5.3.2. Growth and Development

A number of participants related tourism to growth and development of Dubai's tourism sector and Dubai itself. The rapid and significant growth of tourism and Dubai stood out for many participants. From a more strategic perspective, Participant 34 explained:

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Dubai looks at other cities and countries and tries to learn from them; I think this is a good strategy. (NP34)

This strategic viewpoint was echoed by Participant 25, who offered a relatively negative perspective in relation to concerns with dependency on tourism:

Tourism here has actually subsided a fair amount, it's, it's not due to the local market, it's very much due to the international market and the politics of the countries and the nationalities that were most prevalent tourist here. (ExP25)

Interestingly, both the above participants are not tourism experts, but rather casual observers, alluding to the transparent nature of Dubai's tourism growth. The nature of Dubai's tourism growth was also reflected upon by participants with some mixed feelings implied. Participant 29, an Emirati, seemed to want Dubai's tourism growth to continue, particularly in light of the variety of tourists. Furthermore, this participant also saw a positive connection between tourism, expatriation, and Dubai's development:

This is to be continued and as the country grows you know more nationality will be needed more experts we need more expatriates will be needed and this can all so we should continue to do what we are doing. (NP29)

Such a perception offered positive insight into the expatriate-national relationship, notably from the national side. This reflected an understanding of the value expatriates bring to the UAE and therefore why a positive relationship should exist between both parties. Participant 2 offered a similar, positive assessment of the sector, in light of Dubai's success:

...I think they [tourists] are very well catered for and I think because tourist numbers continue to grow year-on-year even during the crash, crash years, 2008 to 2012 shows that...um...yeah, I think there's a lot of repeat customers, you know, the fact that there's been some excellent marketing campaigns done by both Emirates Airlines and...obviously that's a huge marketing tool in itself, the success of Emirates...um...it's well...it's well marketed, you know...(ExP2).

Still considering the nature of the sector's growth, Participant 24 considered the change in tourist typology, stopping short of expressing whether they thought it was good, bad, or just a change:

That it's on a large scale, used to be very up-scale tourism, let's say a long time ago, maybe 10 years ago, now it's more on a mass scale, because there are people from everywhere coming to Dubai now. Pretty much everyone can afford Dubai now. (ExP24).

The final perspective related Dubai's tourism growth to Dubai's general growth:

Because it started with tourism, people come and visit Dubai and then they think, wow this is a great city to live in, let's apply for a job and then they start applying for a job, they bring their families, and then they recommend it to their families, their family come and visit and then they might settle again, so it, it opens up a lot of opportunities, I would say. And it's, it's with the people, right, the money's with the people, the experiences is with the people, the interactions with the people. So you just bring in the people and everything else plays its role. (NP20)

It is a notable observation that as part of the discussion on tourism's positive impact on Dubai's growth, an increase in the number of expatriates was noted. This was seen as a positive impact of tourism which would facilitate further growth for Dubai.

Hence, tourism was seen as a mechanism through which Dubai was able to grow and develop in a general, as well as a specific tourism sense. Tourism was described as a strategic component of Dubai's development methods; attracting industry experts – in the form of expatriates, providing a tool through which development could be facilitated, and providing a sustainable and resilient income stream to allow development to take place.

5.3.3. Hotels and Restaurants

When asked about tourism, participants frequently mentioned surface-level, tacit examples of the tourism system. The plethora of hotel and restaurant facilities around Dubai, with special emphasis on their luxury image, was a frequent observation:

...In Dubai, you get this luxury factor that you don't get anywhere else in the world. I mean, where else can you be on the pool and a guy cleaning your glasses, that doesn't happen, offering you massages. That happens here. And they... a 5 star hotel is really a 5 star hotel, you definitely get the luxury factor. (ExP6)

Further expanding on Dubai's luxury image, Participant 19 described Dubai's variety of service offerings:

[Variety]...As in there are lots of, it will cope with different pockets, so, I said it was expensive, so there are top-end luxury, I think that's what's Dubai is known for, luxury, but there are lower-end sort of, somebody with less income wanted to visit Dubai, they could do so and stay an awful lot cheaper (ExP19)

While the luxurious image of Dubai's tourism product was apparent in participants' discussions, fewer participants considered the variety of service levels, and fewer still expressed concern at the high standard offered:

I think there's too much concentration on 5 star hotels like 5 star accommodation that were...again, for a normal expat, Arab expat will not find the proper accommodation to stay with. I think to increase the number of tourists over here, there will be also some nice decent 4 star properties that have to open to increase the tourism or sustain the...current tourism. (ExP3)

This last angle was the most negative sentiment to arise from participant responses; Dubai's current dependency on high-end luxury facilities. Most interestingly, the discussion around hotels and restaurants was mostly dominated by expatriates, with few nationals commenting on these facilities in any depth. In the case of Economic impacts or Growth and Development, there was a relatively even distribution of ideas from both expatriates and nationals. The lack of discussion about hotels and restaurants from nationals could be down to a lack of comparison opportunity. While expatriates all came from a variety of different countries with differing tourism systems, nationals would only have experienced being a tourist host in Dubai. Therefore, while expatriates would marvel at the quality of service in Dubai, compared to their home, nationals do not, necessarily, have the same comparison and hence could be more jaded to the service standards offered. This is illustrated by Participant 12's description of Dubai's tourism sector:

...And the facilities are first class. What, when you go to a 3-star hotel here in Dubai, it's like going to a 5-star in some other destinations. I had my parents-in-law coming, it's like it's difficult for us, they were saying, I thought it was funny, it's like 'it's difficult for us now to travel, because after coming to Dubai, when I stay in a 5-star hotel here and then I go to a 5-star hotel in Europe, I feel like I'm being downgraded', so they're basing, Dubai is basically spoiling the tourist because of all of the facilities they give and everything in Dubai is about luxury... (ExP12)

5.3.4. Tourism Likes and Dislikes

Participants were asked to specifically identify their likes and dislikes with regards to tourism. A wide variety of aspects were identified here, with the positive factors dominating. The development of activities and tourist facilities were the most frequently discussed area including the development of hotels, attractions, and shopping malls etc. that residents were also able to benefit from:

...because of tourism coming here, we as an expat have more options every time and we as expats enjoy the growth of facilities, everything. I don't see, probably they do in a partly, because of us living here, but we have in, you know, the eye on Dubai, as they have in London, you

know, this new Ferris wheel-thingy, or we have in all the enhancement or JBR [Jumeirah Beach Residence] or in Kite-beach, or we have in, I don't know so many things, it's probably because of the tourism in a way. So I enjoy the tourism because it's good here.... (ExP14)

This perspective was, likewise, echoed by Participant 1:

Because they make so much...a lot of good things like you know, the highest tower in the world like attractions like water attraction and Dubai Ski or ice skate rink, you know, something we can...inside of the, the building, they make everything and most of them are very good, high quality and so the shopping mall has almost everything what we can do inside and cinemas and bowling some play games and...Well honestly I think people should have more activities in outside, but things has a, you know, too much heat and then hot so it's limited in the summer time, instead there's so much things we can do inside of the, the building and it's attract people I think...(ExP1).

A slight negative sentiment was evident when discussing the lack of cultural attributes in many of these attractions:

OK, of course we would want to be the best place for all the activities, family, fun, and you know, best shopping places and whatever, all that, but at the same time it does not show any of the tradition that we have. (NP10)

One of the largest areas of grievance, however, related to tourists' behaviour when visiting. In some aspects, participants expressed delight and pride at seeing happy tourists:

What do I like about tourism? I like to see them happy, I like to see smiley people who are smiling who are really enjoying the things that I always see and, you know, it's just like this pot I see it here, but I don't enjoy it. I enjoyed it for the first time, but not, and I like to see the enjoying. My wife takes to me to Al Bastikiya, and this is my country, but I haven't seen that part of Dubai and we goes there and, yeah, we relax there and we can sometimes, you go in the morning, sometimes at this time in the day, we just sit, you know, she reads books and I just watch, I like to watch them going, taking photos 'Oh look at this, look at that', you know! It's something nice, you know. (NP18)

Others, however articulated a disliking for tourists' lack of respect:

This is very, very important. A lot of time people they go to a country and they don't know nothing about that nation they don't know how to behave, they don't know how to, and as soon as they come in and you know they get in trouble which we, we understand and even local authorities are there, they are very flexible you know in terms of showing the people... (NP29)

Sometimes it's very embarrassing when the behaviour of people when, that are not culturally aware, I would say, so behaving like they're on Blackpool promenade in a 5 star hotel (ExP19)

There were no patterns in terms of participants' comments and their demographic characteristics. That is, regardless of whether they were expatriate or national, or working in tourism or not, these sentiments were apparent. Overall, the positives of tourism seemed to dominate the discussion both in terms of depth of discussion as well as variety of topics. The negatives, on the other hand, received less consideration, being largely focussed on the behaviour of the tourist pointing to a possible scenario where residents support tourism due to its benefits but hold a certain degree of dislike for the actual tourist, as commented on in section 2.5.1 (Community Perceptions of Tourism).

5.4. Objective II & III: Expatriates' and Nationals' Adjustment & The Role of Tourism in Expatriate and National Adjustment

When asked about their adjustment to Dubai and each other, participants described a wide variety of themes which were generally viewed in a similar perspective by all participants. The context of these factors allowed them to be classified into one of five arenas: Destination, Host, Company, Exposure, and Individual, as reflected in Figure 5-1. Each arena addressed all aspects of the interview: facilitating or hindering adjustment, interaction with expatriates or Emiratis, methods to develop and improve current relations, and the role and perception of tourism in Dubai. A complete theme dictionary has been provided in Appendix G and Appendix H. Based on the context of participants' discussions, the themes were then arranged into one of the five arenas. For example, participants described certain company actions as facilitating adjustment by providing support to the individual, which was hence placed in the Company arena. In other cases, participants described how they were able to meet expatriates or Emiratis at their company. This however, was not a company-focussed theme, with the context referring to the opportunity to meet and hence was placed in the Exposure arena. In the following section, the various arenas are explained with reference to their respective thematic topics.

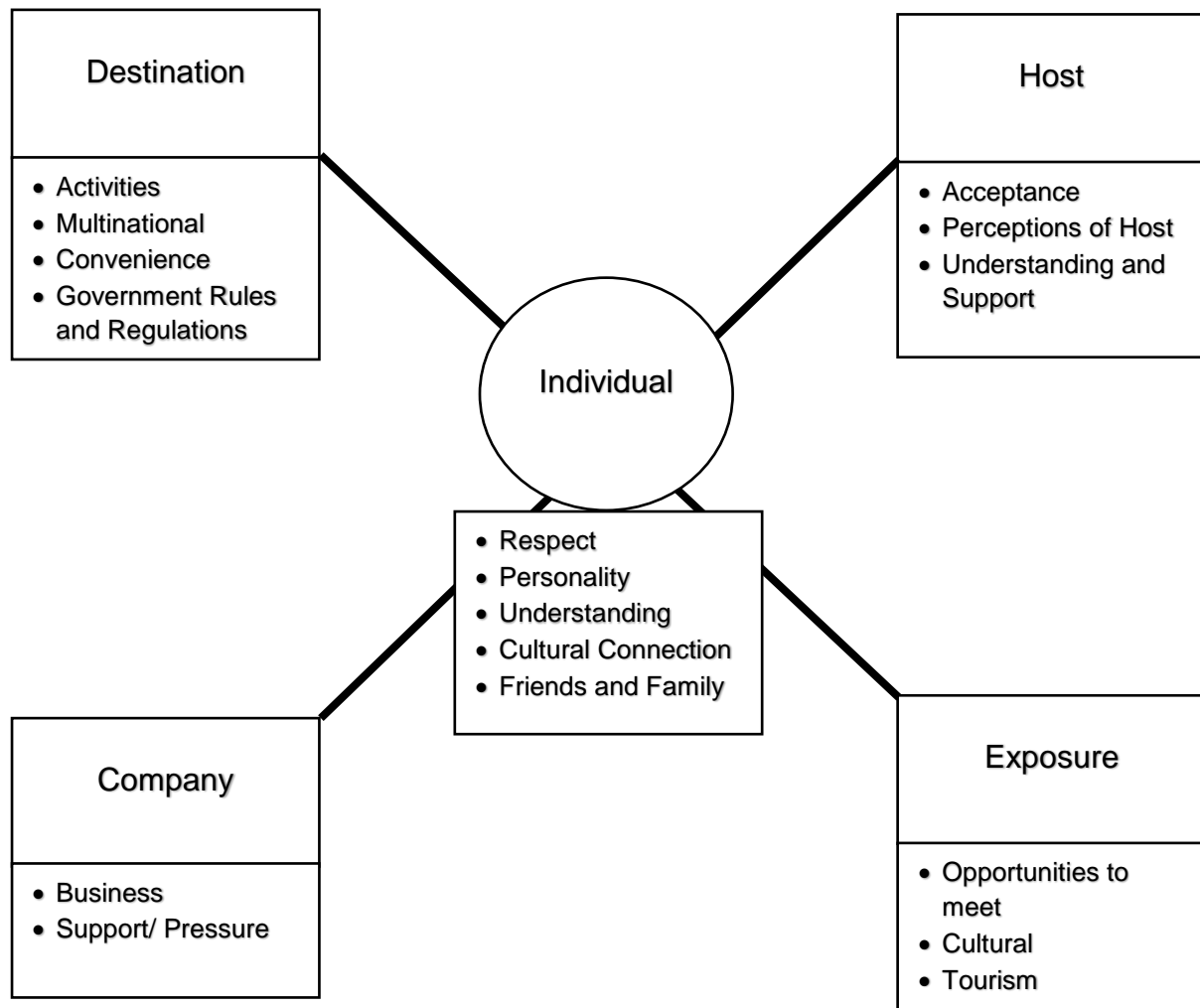


Figure 5-1:
Expatriate Model of Adjustment (EMA) with Factors. Source: Author

In participants' discussions, several interrelated themes were described covering perceptions expatriate adjustment. The connection between these themes formed the five arenas of adjustment individuals would consider when discussing expatriate-national adjustment, as reflected in the model in Figure 5-1. Whilst the factors within each Arena have been identified in the interviews regarding expatriate-national adjustment, and will be explained in the following discussion, the exact relationship, significance, and weighting cannot be accurately discussed at this point based solely on the interview responses. Several themes discussed by participants emerged in a positive and negative perspective, for example, the convenience of Dubai, particularly regarding English usage was seen as both a factor helping expatriates to feel comfortable in Dubai, as well as a hindering factor to more cultural adjustment. The greatest emphasis, in terms of variety of themes was placed on the arenas of the Individual (5 subthemes) and Destination (4 subthemes), alluding to a possible

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

weighting favouring the Individual, followed by the Destination arena. However, further statistical evidence is required to add clarity and support here.

5.4.1. Destination Arena

Participants discussed elements and facilities provided within the destination, Dubai, and their impact upon adjustment. The most common subtheme discussed in the whole study related to the activities available in the destination.

Activities. Participants described activities that allowed expatriates to feel more comfortable living in Dubai by providing entertainment facilities. The recent growth in Dubai and its facilities was seen as making recent expatriate adjustment more effective.

I think what helps these days is that there's a lot of, for lack of better phrase, things to do. (ExP5)

These activities took the form of sporting facilities, events and festivals, shopping malls, cinemas, clubs, tourist attractions, and cultural events or displays. The provision of such facilities allowed expatriates to feel more comfortable and meet like-minded expatriates and Emiratis. Emirati participants described activities in a similar manner but also expressed concern that some expatriates would prefer to undertake culturally insensitive or inappropriate activities and still complain that they were unable to meet Emiratis.

...There is a barrier, it's called, let's say, like lifestyle. Let's say like when Westerns expect to have a BBQ, it's expected that there is alcohol, we cannot have alcohol...so therefore then it becomes a barrier and 'oh let's go have a, a party on the beach you know, and you're going to wear bikinis and I'm going to wear this [points to Khandora], so I take my wife, she's dressed completely, I'm dressed, covered and I'm looking at you with the bikini, it becomes, you know... (NP21).

Some individuals commented on the general lack of cultural facilities available in Dubai which could act as a potential barrier to tourism and adjustment:

There's not much cultural aspect, a few places to see. They try, they try to make it unique here by introducing the biggest and most extreme things, but that's about it, the tallest tower, the biggest mall, biggest fountain. But other than that, there's not much cultural aspect, all man-made aspect. If my purpose to experience of the cultures as a tourist, Dubai would be in my list, wouldn't be on my list. (ExP11)

This participant did, however, continue to explain:

...cultural aspects, slim to none. Which is OK, because their history's not that deep. They were just tribes, pearl fishermen, they didn't have much of a collective culture to leave behind. (ExP11)

This suggested that while cultural activities were limited and noticeable, this was not a significant issue. Of greater importance, the availability to participate in hobbies was seen as something straightforward in Dubai thanks to the plethora of options:

I mean you'll see people surf, or people...cycle racers or lots of people are jogging obviously these days, it's kind of a trend...like, you know, it's the fitness clubs, it's the I don't know what, right, to kitesurfing, whatever, going to the desert, doing motorcycling, I...I...I don't know. There's so much stuff that, you know, you're...you're bound to find the place where you can exercise your hobby basically. (ExP5)

An example of the value of participation in hobbies was explained by Participant 1 in referring to Kendo, a Japanese martial art:

Yeah there are much things to we can...do, like this martial arts things, I think this also helps the culture with Japan, understand the way of thinking...how we train, work has to be done when you work with people, you know ...do some sports ...this is best I can do, but...yeah, think...I don't think they are interested in learning Japanese!...but...meeting people and then spending time with them is a must... (ExP1)

However, criticism of activities did arise, mainly surrounding, generally, western expatriates' association of alcohol with activities:

Dubai's difficult to socialise with other, socialise basically. Unless you're drinking or going to bars all the time, there's not much social activity here. (ExP11)

A slight discrepancy between expatriates and Emiratis was apparent in terms of 'cultural activities' when considering desert safaris. More expatriates than Emiratis mentioned desert safari as a potential adjustment activity:

Well it [Tourism helps with adjustment] could, for example, one of the most common tourist activities, let's say, is the desert safari. During this, people get introduced to Henna, camel riding, you know, the dune bashing, which is a big part of the culture of the Emirati culture – they enjoy taking their cars and driving in the desert- and, you know, you get to try the Arabic food, dates, Arabic coffee and that gives you an introduction... (ExP12)

While the few Emiratis who did mention desert safaris stressed the need to change them to better reflect Emirati culture:

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Let's say like if hey we have a desert gathering or a desert party, we say no belly dancing and no alcohol, no shisha, let's say. Good. Yeah, and then we invite the Emirati people and the Western people and we go there. Now, for people who are going to a desert party, but there is no alcohol, no shisha and no belly dancing, it's very strange, right. But that's what we accept and would be open. (NP21)

Activities therefore appeared to offer opportunities for expatriates and Emiratis to meet and interact between each other and amongst themselves, facilitating greater adjustment. Concern should however, be drawn to the nature of the activity to ensure it is not inaccurate – desert safaris – or offensive – inviting Emiratis to culturally unacceptable situations such as parties with excessive alcohol or underdress.

Multinational. The multinational nature of Dubai arose on numerous occasions from both expatriates and Emiratis. Participants discussed how the multinational nature of the residents of Dubai as well as the international nature of the city helped expatriates adjust to Dubai and then facilitated mutual expatriate-National adjustment.

The degree of multinationalism also meant that less segregation was present between different nationalities, creating a more unified community:

And now, one of the things I feel has been a really positive benefit is Dubai's now really, truly cosmopolitan and a lot of those [nationality] silos have broken down. I know you guys [British] still have the poppy ball and things like that, but, you know, and a lot of Kiwis and Australians go to that ball, you know, it's not just an exclusive club and...um...I know we all miss the Country Club, but in many ways that was kind of the last bastion, the last wall of Britishness and this...and in some ways I'm glad that wasn't recreated somewhere, not somewhere else. I think that was the last thing and I think we now...we now mix with a lot of different nationalities and it's nice. Whereas before it used to be just Australians, New Zealanders... (ExP2)

Initially, however, it was suggested that the multinational nature allowed expatriates to track down individuals from the same background who could help them adjust to Dubai:

A lot of expat and, if you come to Dubai first they look for their own kind they look for their own nationalities you know I mean this is a human nature you know I mean when you come in your is looking for someone your own language something you know who helps you out to adjust [sic]. (NP29)

The variety of nationalities was described by some expatriate participants to help with adjustment in two ways. In the first, variety meant that the expatriate was encouraged to adjust; due to the variety of different nationalities, one had to make an effort to adjust:

I will say it helps, the reason being is because it's not like we are, in my case, 85% Spaniards and 15% UAE Nationals, in that sense I will probably feel like more sheltered in what we did before, or the way I used to be before, we are vast majority here, or probably I wouldn't have to be forced to change or I will feel somehow inside a bigger group that, you know, puts me in a stronger position to say "Yeah, I need to change my easy, we're already 85% here". No, the reality is the same way you have to adjust to UAE Nationals or the uses, somehow you have to face adjustment even if you want it or not or if you respect it or not, to other cultures. So it's like something that you see every day and, yeah, yeah, I would say being more expatriates here and being different cultures here helps you somehow realise that we are different. (ExP14)

The second perspective was that because there were so many different nationalities, expatriates were not confronted with a dominant host culture which could prove intimidating. This perspective was, however, not unanimous. Emirati Participant 16 explained:

So far I think majority of them has already adjusted fine, I would say, maybe because there's a lot of them here so the cultures, it's, you don't have problems adjusting to with culture of other people and since Dubai, the culture in Dubai is basically very multinational, multicultural and I don't think they'll have problems. (NP16)

Expatriates, however, felt that the variety of nationalities added to the complexity of adjustment because it means adjustment was ongoing:

If you're in one country, most of the people are from that country and from that culture, and speak that language so there's more unity, so you kind of spend the first 6 months sort of like, OK, but how does this work, until you realise there's no picture as such, it's just like with people from India, you have to do it like this, with the Arabic people it works like that and when you put Indian and Arabic together, you can never really know how it's going to go and then you have couple of Europeans in between and then you throw in an American and a, I don't know, Chinese person in there and, I think letting go of that kind of expectations and just, you know, observing the situation was pretty difficult. (ExP15)

Nevertheless, the multinational nature was appreciated in terms of the learning offered:

I've been in different situations where like in business in daily life, social, and even on a private level, most of friends are from different nationalities, so I have learnt a lot about the different cultures, for example, the Indian community's big here in Dubai, so I have learnt a lot about their culture and, so now I can deal with them much better than before. (ExP12)

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Multinationalism, therefore, meant that greater interactions were a possibility among expatriates and between expatriates and Emiratis, many cultural learning opportunities were present, and there was not a dominant culture to which any party had to adjust, thereby making adjust a less daunting task. However, the lack of a dominant culture could mean that constant adjustment would be necessary, possibly adding to the complexity of adjustment.

Convenience. An aspect of Dubai which facilitated adjustment discussed by both expatriates and Emiratis was the convenient nature of Dubai. A large number of convenience services and facilities, as well as the general lifestyle of Dubai were described as being convenient, enabling expatriates and Emiratis to adjust

I think Dubai has been designed to be a comfortable place so there's a lot of routine things in life that you can easily take care of without hassle...(ExpP3).

An interesting aspect mostly discussed by Emiratis was the freedom of exit; individuals were able to adjust to Dubai because there was the comfort of a relatively painless exit should the experience not be suitable:

They said even if we go back home our money we can take, there is rules and regulation in this country that allows me to pull all our, all my wealth and belongings and go back okay and there is nothing that would stop them of doing so, so they are safe. (NP33)

Participant 5 explained the importance of convenience by explaining its absence and was also one of the few participants who felt some aspects of Dubai were inconvenient, making adjustment more complex:

So, your [sic] first need the stress of getting your visa sorted quickly, and then, you know, you need to get, sort out your bank account quickly and in the meantime, you're looking for apartments and then you have to negotiate about your rent; is it going to be one cheque, two cheques, whatever, right, and then, not everyone can just fork out Dhs 60,000 [~£13,200] or whatever amount it is right, if it's one cheques or two cheques or whatever it is and depending on where you're living so, I think that the initial shock for people's quite high about trying to settle in, right. (ExpP5)

Participant 15 similarly added aspects concerning the process of arranging for an official ID. Participant 15 also alluded to value the company (the third Arena) could play in alleviating some of the convenience limitations:

It's not stressful, but time consuming, you know, it takes, especially in the beginning when you start a new job, you kind of want to spend a lot of time getting into what you are here to do and then if you have to spend your days off driving around and trying to find a national ID office rather than you just, you know, the company books you a driver and who takes you there and helps you to sort out all the paperwork, so it makes things faster. (ExP15)

These aspects were effectively summarised by an Emirati participant in terms of the impact on adjustment:

...Visa, in terms of, I think there's still a lot of, some terms of some jobs as well, some of the jobs, there's a lot of limitations of what you can do and you have to have certain salary to bring your family abroad. I think some of these laws has created a bit of barriers for them [expatriates] to adjust. (NP16)

Convenience was also described in terms of the availability of facilities:

It's quite convenient, I mean, recently, the metro was open, public transport have heavily improved, the airport is very efficient these kind of services that are available 24 hours, like say for example, the fuel stations, fuel, supermarket, ATM, pharmacies, these are open 24/7, so these are the things that, you know, make life more convenient (NP20)

Notably, the availability of international or 'home' facilities such as restaurants facilitated adjustment by providing individuals with a touch of home:

Yeah, there is something for everybody. If a Chinese tourist comes here there is plenty of Chinese restaurant, you want Arabic food, there's plenty of that, there is something for everyone, Dubai does not cater for a specific market or, they're target is not only to show their culture they want to create an international tourism environment that attracts everybody (ExP12).

The final significant area of consideration in terms of convenience was in terms of the usage of English in Dubai. The widespread use of English – largely due to the multinational nature of Dubai – meant adjustment was straightforward because there was a common language, which many knew:

And the language is easier because you have English everywhere you go and you don't have to deal with Arabic so much as well so it makes it easier as well. (NP16)

In terms, I don't need it [to understand Arabic], that's the other thing, there is no, no real drive to have it because so many people speak English, you know, it's the first language of the school that I work in, it seems to be the first language of business and where ever I go, I can, yeah, it's usually in English that we speak so there's no great desire to, to go to all the trouble of learning the language. (ExP19)

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

While any participant who mentioned the language agreed that English was very widespread, the impact was disputed in a small number of cases. From the Emirati perspective, there was concern at the loss of Arabic:

Arabic is on the decline at home, my children prefer to speak English because it is easier. This is not to do with expatriates in Dubai. It is due to globalisation, TV, YouTube etc. in English; the programmes they like to watch are in English. (NP34)

While some expatriates felt that if there was more of a need to learn Arabic adjustment could be improved:

...if people started learning, start learning Arabic, yeah, they, I think it will help them to adjust and maybe to see different side. (ExP7)

Dubai therefore offered several services which were perceived to be convenient, thereby making adjustment easier because the physical adjustment process was more straight-forward, although improvement could be possible. The availability of cuisines and experiences individuals could get back home was thought to help expatriates adjust as it provide a homely touch. Finally, the wide spread use of English was also seen as better for adjustment, although the coinciding loss of Arabic was a concern.

Government, Rules and Regulations. Discrepancies largely occurred when discussing the roles of government and regulations, mostly between expatriate and Emirati participants. When talking about government, Emiratis largely referred to the open government policies to include expatriates into the fabric of Dubai lifestyle, with many particularly singling out His Highness as a key element in adjustment:

Even Sheikh Mohammed bin Rashid always supports the diversity and supports learning from different cultures and he always says it in his speeches. (NP20)

Emiratis also felt that the rules and regulations laid down by government were clear and easy, thereby making adjustment more straightforward for expatriates:

Adjustment with Dubai, I would say, to start with, Dubai is one of the easiest Emirates probably for expats to adjust here around, they will have to adjust in terms of some specific rules and regulations, let's say government rules and regulations, in terms of, you know, general government rules, whether it's speed, whether it's cleanliness of roads, whether it's, so general rules that would apply to any citizen and somehow when we say citizens, we mean not UAE Nationals, anyone who lives on this land. (NP10)

The generally positive comments by Emiratis towards their government, could be indicative of the power distance present in the UAE, whereby the questioning of authority figures is not always seen as appropriate (Hofstede Centre, 2016). Expatriates, on the other hand, felt that many of the rules and regulations were ambiguous in some situations:

And I guess also that, almost like schizophrenic; on the surface it's like secluded, you can only drink in hotels and then, but there is exceptions, you know, for example, that Club Zero is not attached to a hotel, however there's an exception you can have alcohol there or, I don't even think that the Irish Village is attached to a hotel, but you can have alcohol there. So it's like all these little schizophrenic yes, we want it just that way... (ExP17)

In other situations, laws did not appear to be applied fairly:

The laws are not applicable the same way and I'm coming from a legal background, so law for me applies to everybody, but they don't here and that is, for me, that's not, that's not cool (ExP17)

Some Emiratis also identified the lack of consistency in law enforcement:

...I think some of the laws and the labour law, it's not fair, that's what I think. Working hours, UAE Nationals ladies has more – 45 days of, I think 40 or 2, 3 months for pregnancy, while the expat women don't have that. There's certain laws that makes it a bit difficult for the, like I don't think it's fair honestly! (NP16)

Several anecdotal examples exist supporting the aforementioned comments of legal discrepancies between nationalities, for example, a recent law passed has changed the duration for which a driving license is valid for GCC nationals versus expatriates (Iyer, 2017). Participant 1 felt much of this ambiguity was because Dubai is still a young city, developing at a rapid rate:

Yeah, actually, since this city or government grow too fast, there's no...fixed...regulation...rule, especially when we do the visa issue, because I'm working in the free-zone there're so many regulations changing every day, every day, every month, every person I talk to says something different. So, there's no fixed history of the regulation, they just made per day, you know, depend something happen, Ok let's do it and then tomorrow, Oh now, this way, that way it changing every day right? That is the problem. So business is going very quick, but the documentation is too much time. So that is the...issue I think. (ExP1)

Participant 3, an expatriate, felt that Emiratis had adjusted to the number of expatriates in Dubai thanks to the benefits bestowed upon them by the government including discounted healthcare, electricity and water bills. They continued to justify why

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

expatriates should not have the option to be naturalised as Emirati, an issue discussed as limiting expatriate adjustment as some expatriates feel this means that they are not fully accepted in the community:

...Which is the benefits you get as an Emirati. If they open this, I think...the UAE government or the Emirati government they are taking good care of their people, to a degree where they providing them [sic] free healthcare, out...overseas or inbound, or locally they're providing them houses where they can, they're giving them support, either for the Red Crescent or the other...charity. And I think if more people come on board, they want to act...to benefit from this social...welfare programme, it does not, it will not work. Because you are not actually contributing towards the social welfare, where in the, for example the UK and the US, you're paying social security or social welfare so this can support others. But as an expat, out of 8 million people or expats, when how...7 million people are expat...how many people are actually paying social welfare? None. How many of them are actually donating to the Emirati Red Crescent or...charities? Very little. They pay their annual fees, their three year visas, if they pay it, if not the company that pays it, and that's it. So the...there's...do they deserve to benefit? No, they don't deserve to benefit. (ExP3)

One large area of consistency, however, related to the safety brought about by the rules and regulations. This safety, in turn, facilitated adjustment by allowing people to be more comfortable:

Yeah, you know, and you know, this is happening because Dubai is so far, and hopefully will continue the same, the security in the country is one of the main attractions, is one of the main attractions for people to come here, whether to live or to just visit, if you look around now, most of the countries around us having a lot of problems; the Arab Spring and, you know, this ISIS, and Dubai is doing an extremely good job with maintaining the security of the country and I think that gives it more opportunity because it gives it just a stronger hub, because even if you have a lot of problems around you, being able to keep this secure place will actually improve the business and improve the image of this city in an international level (ExP12)

The final component of the Destination arena provided some of the greatest disagreement amongst participants in terms of the role of the government and local laws in facilitating adjustment. In general, Emiratis spoke highly of the role of the government in helping expatriates – in particular – adjust to Dubai. Expatriates on the other hand, were less convinced of the benefits of rules, expressing concerns about the fair enforcement of the rules. The safety and security offered by these rules,

however, were consistently believed to help both parties adjust to one another by providing a positive adjustment environment.

5.4.2. Host Arena

The Host Arena proved to be among the most consistent in terms of variety of themes, yet provided some of the most contested views of these fewer variety of themes. The most discussed theme with regards to the host, the Emirati, was acceptance.

Acceptance. Participants described situations in which expatriates were made to feel welcome by the host and accepted in the community. While various mechanisms were identified as tools which would build this feeling of acceptance, participants did, on the whole claim to feel accepted into the local community. From the Emirati perspective, Participant 29 explained that this was an element of their culture, to make their guests feel welcome and accepted:

In Arabic cultures we do have something like if your neighbour come in and join you like and new next door neighbour come in, next they we have a culture of going over that with a fruit and food because we know they came in they knew they didn't have time to get a supermarket they don't know whether supermarket. So we do go in there with the fruit with a lunch we asked them okay don't cook today we will all the lunch for you, you know so these are you know the welcome in the culture and you know we seen on TV you know Sheikh Mohammed walking with his you know coffee and you know mugs in the desert and serving coffee to the expatriates and to the tourism to the guest so it's, it's a good I think it's very, very important that we continue here. (NP29)

Participant 35 continued to explain that the fact that expatriates are still in Dubai was proof of the welcoming nature of the Emirati host:

Because why should I go to a country and even if there are opportunities, even if the salaries are high but the locals are not welcoming me, why should I go there? So one of the signs that, one of the reasons that the expat loves here is because it's welcoming them. (NP35)

As a result of their interactions, participant 12 explained that:

So that made it easier to adapt. I didn't feel like I'm not wanted there. (Exp12)

In this context, however, it was not only the host that built this feeling, but Dubai as a whole, through the diversity of nationalities made participant 12 feel welcome.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

When identifying factors that helped them to adjust, participant 14 explained the importance of acceptance in the sense that they did not feel limited; their hobbies etc. were accepted by Dubai and Emiratis:

...I didn't feel that's it quite a closed society or, yeah, I actually, it's a paradox, nowadays actually how people perceive Islam and so on, especially lately, I feel like they are quite open in terms of, they give you the freedom to choose your path. (ExP14)

In general, Emiratis felt they were quite welcoming and accepting of the expatriate:

I would say it doesn't matter where you go, you'll find an Emirati very open to welcome a Westerner at a grocery store, at a municipality or a service place. If it's at the park, we will not say like 'Hey, what are you doing, go back to your country' you know. (NP21)

The expatriate, on the other hand, did not always agree to the same extent. Many expatriates described Dubai as being accepting without singling out the Emirati specifically. Participant 23 provided, perhaps, the most detailed insight into this relationship from an expatriate perspective:

So with the Emiratis it's still a collective, hierarchical society so you've got those elements, it's their country with foreigners helping building it so you've always got this insider and outsider thing, which you can link to in-group outgroup, in a way, so that's always ultimately limiting from many people. And you can break it down, I mean I don't think there's any ultimate barrier to being, to socialise with Emiratis, be invited to their houses, they are very hospitable, lovely people, and it didn't happen if, if you have the openness and willingness and energy to, to create the relationship which allows that. I think to a large extent we live separate lives less from the workplace then it asks and then (ExP23)

An example of such acceptance from the Emirati was provided using the example of alcohol:

I think alcohol is an easy kind of subject, coz it's in direct conflict, banning it would make lots of the expats very unhappy, but having it freely available everywhere is, would be direct conflict or haram [wrong] for the local culture, so it's a kind of tolerating situation rather than mutually gaining from it or, there's a lot of those things where, if you want to have lots of Filipinos, lots of Europeans, lots of Indians, they have to sort of learn to draw the line very differently, like if you look at Saudi they have a much more stricter or more comprehensive way of looking at religious and cultural aspects, whereas in Dubai they're sort of , OK, we will put a fence around our house and inside that house it's Emirati and the local ways and we understand that the

world around, or the city around it doesn't always work exactly the way we want it. But it's tolerating. (ExP15)

Negative sentiments were, nevertheless, still apparent among some expatriate participants in how they felt that Dubai was accepting superficially, with more tacit acceptance not being facilitated:

But you can't become close friends, you can go to their houses, everything, but at the end of the night, I think you will remain as a ...guest. (ExP3)

You're basically a visitor. You're not supposed to adjust. You're supposed...that's how it feels to me; you're not supposed to adjust, you're supposed to just have the experience and...[leave] (ExP11)

The final aspect discussed by, mostly, expatriates was the privileges bestowed upon Emiratis which made some expatriates feel unwelcome:

I've had situations where I've seen people leave the city in a matter of weeks of coming into the city because they can't adjust with the, with the, with how things are done, especially, and that especially when it comes to again a point of disparity amongst treatment between the expatriates Emiratis, you have you see, they see a lot of you know disparity amongst not only in salary or wages but also in how they are being treated by the government... (ExP30)

The one example would be, a bad example, was when somebody hit me on a, in the car and apologised for it and then when the police arrived, started talking to them in Arabic and suddenly it became my fault. (ExP19)

This point was also described by a small number of Emiratis who similarly saw it as a hindrance to adjustment:

The locals are treated differently; that's hard for them to adjust, especially because, for example if you are a doctor and someone else is much, has a less, much lower qualification and then you going to work place and they are, and the local guy is your boss so... (NP32)

I don't know where to start, really, because I've, it frustrated me a lot because we're not like this, we're not people who take advantage, our parents really worked hard what they have, they didn't get anything on a gold plate as people think it is. (NP16)

Where these privileges existed, adjustment was harder due to the perceived unfairness, an element which was only shared by young Emiratis and expatriates. Acceptance was therefore a vital area to enable adjustment. In the case of Dubai, responses were, however, mixed where acceptance was thought to be present, although the extent of acceptance was questioned.

Perceptions of Host. Whether the Emirati was accepting or not, the perception of Emiratis was described as holding great influence over the willingness to interact with each other. When explaining why interactions between expatriates and Emiratis were often limited, participant 35 felt that:

They [expatriates] are afraid of the powers that we have that's it. Although we don't have, we have like a normal, I mean if I'm, like the other day one of my colleagues said that his wife hit a car in front of her and the driver of the car is local and she immediately picked the phone, she was afraid that she might, that local lady might do something to her like was in jail or something just because she's a local lady. We don't have that power, I wish! I would have put who I hated! But no, no we don't have access the power. It's funny how people think! (NP35)

This sentiment was contradicted by some expatriates, as explained in the aforementioned Acceptance theme and reflected by participant 14:

Give you an example, my job, what I do is manage money, I invest money. I don't want to manage any single penny coming from an Emirati. Why? Because I, probably nothing happens is, a certain point, let's say, markets are down and the client is 2% down in their evaluations, probably, with an Emirati no one would change, or maybe it does. In that case, I have the feeling that if he is willing to complain or make me suffer, he will find his way, or she will find her way, right. (ExP14)

Because many of the younger generation nowadays other third-generation within, I guess you could say, financial gain and so, in, in a lot of people who tend to let money get to their ego, they become arrogant, they are rude, they are uncontrollable in their own society, as well as in other societies, and I think it is, it is in the younger generations, nowadays, becoming quite a problem. (ExP25)

Other expatriates held more neutral perceptions:

Some might say they have different perspective, they might see themselves superior to others, but I don't think that is true. (ExP11)

They've [Emiratis] been friendly, approachable I didn't have any preconceived ideas about how they would or wouldn't be, but it's been, yup, it's been extremely positive, everyone's been friendly. (ExP27)

Nevertheless, the negative perceptions of the local Emirati which existed discouraged expatriates from seeking them out and interacting with them. In some cases, this created tension between expatriates and Emiratis in the work place:

But, what happened is that while I wanted to learn and stay and grow, I felt that people were hindering this. By saying 'Oh, but you don't need to do this work'. I felt, I don't need to do, 'what do you need to work here, go somewhere else. This is not a job for a UAE National'... I felt it's like I didn't know what to do, basically, I've never had people telling me that I'm not, think, I don't know how to explain it properly to you. That I'm not good enough, basically...So I sat with them all, I brought them all into the office and sat with them, telling them I don't want to be treated differently, I wanted to be treated like as everyone else. My passport is not, it's not something that they need to be, to fear, basically, my nationality is not something to fear, I'm like everyone else, basically, it's just that I'm an Emirati, doesn't make a difference for me...(NP16)

Now there's this general consensus among expatriates that the Emirati workforce don't work as hard as the expatriate workforce, so there was a lot of these negative things that you know that one notices about the local population here that initially you know I had this and it still exist to a certain extent where you know you have examples of you know of Emirati the Emirati workforce being paid double of what expat would make for the same job being done there is a lot of wage disparity. You know seeing those things and learning those things while I was adjusting to the Dubai culture had a negative impact (Exp30)

The results of these perceptions meant that expatriates were sometimes afraid to interact with Emiratis, and Emiratis were sometimes left feeling disrespected, and therefore both would not seek the other out.

Understanding and Support. The final aspect of the Host Arena was concerned with their understanding and support for the expatriate. Participant 21, an Emirati, described how both their adjustment to expatriates and understanding of them was aided by their own experience as an expatriate in their past:

My adjustment is much easier than others because I have lived on the other side, so therefore, and really it's all of us who have lived in the other side, let's say, well off people, who are educated and have the chance to travel and inter-mingle in the West have much easier time adapting to what's happened to us in Dubai. But those who've never left, those who never interacted, except with maybe, you know, the Indian, Malaysian, Bangladeshi, South East Asian maids, you know what I mean, and they have interacted maybe with a Filipino, maybe shopper, you know what I mean, the shopkeeper. For them to all of a sudden see all these people in, people like yourself, it's, it's not easy for them, you know, there is fear, there is intimidation, there is, some of them like 'they took over my country' you know what I mean, but most people are happy, but they have no way of getting to know somebody. (NP21)

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

In a similar notion, the exposure Emiratis had to expatriates would further reflect their degree of support:

The UAE nationals who don't live in the big cities, like in Abu Dhabi Dubai, Sharjah don't have as much interactions with the outside world and so therefore have a pre-conceived, so the concept, of how we act, who we are and so on and so forth [is misunderstood] (Exp25).

Both expatriates and Emiratis felt that if the Emirati understood the expatriate, more support could be offered towards their adjustment. Both expatriates and Emiratis then expressed how the lack of experience as an expatriate or dealing with expatriates would limit this necessary understanding:

I think because there are already here, like they are used to them. There is a lots of them, like for example if you go to, for me in like, I'm used to them since I was, since I was born! I've lived with them, I, I have friends who are from other places, so I'm used to it. (NP22)

The consistency in opinions in this theme was encouraging, suggesting that all participants – expatriate and Emirati – felt that experience of being or interaction with expatriates would allow improved understanding of each other. This improved understanding would then facilitate greater adjustment through improved appreciation of one another.

5.4.3. Company Arena

Participants described the role of business and companies in helping expatriates to feel more adjusted to their life in Dubai. Companies provided two key areas: a generic business action and some form of pressure or support.

Business. Companies provided individuals with, among other things, a business opportunity – and hence a reason to remain and adjust to Dubai, the means to remain and adjust in Dubai, but also limited the time with which individuals could spend adjusting to Dubai. With regards to the latter; the active nature of Dubai on a business stand-point means there is limited time to spend interacting and learning about the destination when first arriving:

And the, the expectation here is for the working spouse to work hard and long because that's, we're foreigners, we're guest workers and that's the expectation, so that can affect people's perceptions, sort of work life balance in connection with the family and things. It's fairly fast paced working environment. (Exp23)

Since I'm too much busy with the business, but I don't have much time and, like everybody, to learn Arabic, you know...but, that... doesn't excuse, I know! I know it, I can learn something but ...I have this kind of feeling that I don't think have that much time this next one year. (ExP1)

The time-consuming nature of business was, in some way, counter-acted by the business opportunities present in Dubai that attracted individuals to travel here in the first place and potentially motivate people to stay longer to see their idea through:

I'm in this a new country so if you bring a new idea here or you have an idea that you want to start, in another country be very old idea and already established, here is like actually its new so you will come to the market, you will be stronger in a market. (NP35)

So that's why they come here, everyone in this country thinks to come to Dubai to work as they see that there is an opportunity to grow here so, and that case. We have a lot of expats as well, we have a lot of job expat as well. So, yeah, it's opportunity. (NP28)

Depending on an individual's career, their job could also directly provide interaction and adjustment opportunities itself:

I was a part of a project team for opening an Emirati restaurant, so obviously lots of the ground work for that; how do you match the habits and the culture and make it sort of and make it align with standard restaurant procedures. (ExP15)

Therefore, while work provided a temporal limitation to adjustment, due to a lack of time, it also provided an incentive to adjust. The business opportunities in Dubai would encourage individuals to remain because of the potential benefits they could gain.

Support or Pressure. Companies additionally had a role to play in making adjustment easier for, particularly expatriates, by either making their move more convenient or putting pressure on the expatriate to learn. Some company's provision of accommodation etc. was often cited as an aid in that the expatriate did not need to worry about finding somewhere to live but could, instead, focus on their adjustment:

And then you probably don't appreciate it, but I think it's truly important because you don't realise that when you have all these basic environments covered, or basic physical needs covered then it's easy for you to understand what is happening around you. (ExP24)

Plus the fact that the company made things so easy for us that also helped, you know we didn't have to think about accommodation and all of this we could only focus on our work and then notice the rest like get, it gets, you know adjusted to the rest, I think that, that made it easier definitely because when you go to a place you, most the time

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

you spend you know finding accommodation and places to eat and this and that a when this is provided by the company, you can only focus will be more, let's say mindful about what's happening around you, you know, so. (Exp24).

So if you come into an organisation that supports you, accommodates you, and helps you acclimatise, which [COMPANY NAME] did, it made the transition very easy, you know, you've got people around, you don't have to do anything, you're getting, getting a telephone setup, getting television channels you know, whatever it is, getting your driving licence, getting your liquor licence, dare I say, you know with, with the support of organisation that transition is very easy. (Exp23).

In other aspects, companies provided an environment conducive to adjustment though clear and flexible guidelines and working hours:

What did help me settle in quickly, though, was the company, which I was working in was fairly liberal in the sense of, you have your set work hours and you have a set target, achieve it, and you're here to stay, or don't achieve it and as they say here MaAsalama [Goodbye]. You know, so, I think that, that was a great point of view to have, sort of, been brought into my sales career because it really drove me to succeed. (Exp25).

The pressure provided by companies was often referred to in a future-orientated nature, that is, participants felt that companies should play a larger role in facilitating expatriate adjustment:

I think employers should provide more information, there should be some kind of a package that, you know, this is the country you're coming from kind of like of almost a guide to living in Dubai. (Exp27).

Through these provisions, mostly expatriates were able or encouraged to adjust to Dubai, either because the necessities had been provided for, or because companies provided, or should provide, some form of encouragement. Most of these aspects were, however, mainly discussed by expatriates; rarely did Emiratis comment on the company in such a manner, instead listing other aspects as facilitating adjustment. This exclusion by Emiratis could be because Emiratis rarely receive the same allowances as expatriates in this aspect. That is, because Emiratis are working in their own country, they would not take advantage of such facilities – such as accommodation – or not have available in the same manner as the expatriate.

5.4.4. Exposure Arena

Expatriate and Emirati participants discussed a small number of themes that related to elements that would encourage exposure to the Emirati culture. The first of these considered opportunities to meet Emiratis.

Opportunities to Meet. Both parties agreed that the best mechanism through which expatriates and Emiratis could understand one another was through meeting and interacting, while a lack of meeting correspondingly reduced understanding and interaction

...but most people are happy, but they have no way of getting to know somebody. (NP21)

By having the opportunity to meet one another, ideas could be exchanged and questions could be asked to educate each other:

Whoever wants to learn should ask a question, I mean, I might be talking about something and someone learns from it, but they wouldn't learn something specific unless they asked for it, right. So I would, I would encourage people to ask a question, ask about the culture, ask about the value, ask about how do you perceive this, why do you, for example, behave in a certain manner, why do you visit your families on a Friday, not a Thursday, for example, you know, these kind of simple questions that people might have, but they might feel it's, I don't know, it's a bit controversial, should I ask this question, should I not ask this question, will they be open to answering this question, maybe they will not like me asking this question. I would discourage this behaviour. I would encourage more of asking questions and being open and if, if someone is trying to understand my culture, I should feel happy, I shouldn't feel uncomfortable by someone asking me about it, my culture. (NP20).

Additionally, meeting opportunities could develop to offer a more rewarding experience for both expatriate and Emirati:

Anybody who upgrades to the third level and have a personal relationship is definitely integrated which, you know, are fewer, but there are people... (NP21)

Also having local, or Emirati friends introduced me to the Emirati culture, introduced me to their food, to their traditions, their dress and also with each person I met from any other culture, that was a new learning opportunity of learning about them, about their life, and, you know, things like that. (ExP12)

Given the popularity of communication and questions, participants were asked how and where such meetings could take place. Results here were very different. That is, it seemed that Emiratis were willing to answer questions at times that 'made sense'

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

and as long as the questions were properly addressed. This caveat was explained by Participant 21:

So really the magnitude of the lack of understanding from another leads to an enormous thirst for questions and your average person is not equipped to this, to have such discussion, so we have to ease up. So let's say, like in Ramadan, I say 'Listen, don't ask them [Emiratis] how many wives you going to marry, how many wives do you have, how many wives does your parents have? [sic]' (NP21).

Similarly, some Emiratis expressed concern that they were often asked questions they did not know the answer to, which created embarrassment on the Emirati side:

[Emiratis] say 'please equip us, train us how we can deal with these questions. Coz I'm doing a ticketing, sometimes on the phone and as soon as they found out I'm Emirati, they started asking me questions, you know! (NP21)

The reason for expatriates', sometimes inappropriate questions and 'thirst for questions' was explained by participant 35:

I don't blame them [expatriates for not meeting Emiratis] because we are the minority... This is the problem. Even for your Ph.D. I'm sure you were struggling finding locals to help you, right. (NP35)

Other barriers that were discussed that limited the opportunities to meet were in relation to the type of activities undertaken by expatriates or Emiratis:

Because the things that we enjoy doing is not the same as, like for them for example, a good place to get, to network for example is in a bar or pub. Which is not an ordinary place for the locals here. (NP35)

Opportunities to meet were most often described in terms of meetings between expatriates and Emiratis, but could also occur between expatriates. That is, expatriates were able to adjust to Dubai because they were able to meet other expatriates, and particularly like-minded expatriates, who were then able to assist with adjustment:

Let's say somebody just moves to Dubai and joins our Kendo class [Japanese martial art] or whatever coz he found through internet or something, you know, and maybe he...that's a start for him to get to know some people (ExP5)

A number of different settings in which expatriates and Emiratis would have the opportunity to meet were specifically mentioned and have been summarised in Table 5-3 along with a summary of the participants who mentioned the settings and an example quote. It is important to note here that these refer to the settings where meetings can occur. The Company, for example, refers to companies providing a site

to meet, while the Company Arena referred to the company providing adjustment methods and opportunities. These settings therefore refer to the locations where opportunities to meet arise.

Table 5-3:
Opportunities to Meet Settings - Participants and Sample Quotes

Setting	Participants	Example Quote
Company	Ex2, Ex5, Ex6, N9, Ex11, Ex12, Ex17, Ex19, N20, Ex23, Ex24, Ex26, Ex30, N31, N32, N34, N36	<i>Doing internships, starting doing part-time jobs, that helped me meet new people outside the closed community I was in. In terms of learning opportunities, you know, in Dubai you have access to so many different, multi-cultural companies and big diversity in the country as a whole, or Dubai as a city and when I started working, I had so many different learning opportunities from local companies such as [COMPANY A], then going to international companies such as [COMPANY B], [COMPANY C], I always had this opportunities.(ExP12)</i> <i>When I worked in [COMPANY] your exposure to Emiratis was minimal, when I went to [COMPANY] all my colleagues were Emiratis, I'd already been in the country 10 years, that was the first time I truly got to understand Emirati culture. (ExP23)</i>
School/ University	Ex1, Ex2, N9, N16, Ex17, N20, N29, Ex30, N31, N32, N34	<i>So you will find now around, maybe, at least 2 or 3 or 4 students in every class mixed with different nationalities with really different nationalities, and they're really friends, they go out with together, they celebrate things together, so that helps a lot from school level. (NP9)</i> <i>While studying at the University I had you know opportunity to meet a lot of Emiratis there who is living with us so classmates another interaction (ExP30)</i>
Activities (Hobbies Events)	Ex1, Ex3, EX5, Ex12, N18, Ex19, N21, N29, N35	<i>I play golf and you play with an Emirati national, 'Ah great', right. So luckily golf, you spend some time on the course so you get...you get to actually talk to them for a while...but you know, that's...that's rare in that sense, right. So...yeah, just hearing more about their views on things, right. (ExP5)</i> <i>We have shopping festivals we have global Village you know I think it's the right settings for all the cultures to come and to know other despite you know a lot of people look at it as a you know, an economy and you know trade outlets but it's a good place for people to see different culture, you know (NP29)</i>
Friends	Ex2, Ex3, N12, Ex14, Ex15, Ex17, Ex19, N21, Ex24, Ex30	<i>Friends that I've made throughout the years in Dubai, there Emirati friends I mean time to time and you know you get to understand how they, you know, the things that they do and how their life is and, you know, it's, and that's another form of interaction that I've had with the Emirati population. (ExP30)</i>
Neighbourhood	N9, Ex13, Ex14, N29	<i>Some of them [expatriates] like to live within UAE national environment, you know, they live where the neighbour, most of the local are living there, so you find them, they adjust within there... (NP9)</i>

Source: Author

Cultural. In another case of agreement, both parties felt that exposure to the Emirati culture was crucial to help expatriates and national adjust to one another, with mostly expatriates lamenting the limited visibility of the culture:

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Emirati culture, what is it? Is it what, besides national day, you don't see many Emirati culture here (ExP14).

Exactly, it [local culture] is not seen to that extent as other things are seen. And you will see more water parks and more malls and more, let's say other things than cultural things. Actually if you ask me a question about culture, the only thing I can think of at the moment is the Jumeirah mosque and the Diving and Heritage Village, I cannot think of anything else. Which is, which is, I think strange...[considering the high demand for cultural experiences]. (ExP24)

It was suggested by participants that more activities, displays, and programmes be put in place that would demonstrate the local culture and afford expatriates the opportunity to learn about the culture and interact with Emiratis. This visibility could occur relatively passively with the culture only being put on display, as opposed to a more educational or participatory programme:

Let's say if when they build all this malls let's say, and all these malls have all this modern shops. It should have that place also some of the cultures. So people don't forget what is the culture is. Like if we will have 10 modern restaurants, we should have also one of the Emiratis food [sic]. (NP31).

Some expatriates felt that the hidden nature of local culture was an intended strategy in order to protect it:

So I think that they are interacting but they like to have their own private life as well, separate, and I think it's part of keeping their identity as well. If they don't do this, then they will lose the culture of the UAE will start deteriorating step-by-step. And I think somehow it's important for them as well. To have, not boundaries, but to try to keep their culture as well. (ExP12)

This sentiment was shared by a small number of Emiratis also, who viewed it as a constraint which should be avoided:

It's not been, it's not an effort done only by nationals, it's an effort from both sides. And this effort is going, it's kind of disappearing now, I see that because we are more, we are more like 'Oh, we have to preserve our culture, they're taking our culture over and we have to defences coming out'. (NP16)

The value of greater cultural exposure was felt to benefit expatriates while in Dubai and before they arrived:

The DTCM [Department of Tourism and Commerce Marketing] could play a good role in helping the expatriate community adjust to the local community even before they come to a country in terms of

hosting local events that show the culture of Dubai, show the Emirati culture and how the way of life is here, you have, so showcasing that event outside the country would help, kind of, help expatriates adjust to the culture even before they come to the country. (ExpP30)

Having the opportunity to show off their culture was then considered a source of pride amongst some Emiratis:

Yeah that's... It's like you know it's what I think when they build something very new which is a modern or to come out with something modern, it should come also in other side cultural things is up... If they will have, talk about whatever kind of things modern, it's like you know it's like 10% of this at least 2% of cultures need to be whatever they changes is come. Because I don't want only to have, because when I travelled to Europe and we go there and then friends telling me this has hundred years or this building was here for the last 90 years or this restaurant is used to be whatever like 50 years before. I want tomorrow this things stay also in my country. (NP31)

There was an agreement amongst Emiratis and expatriates that language skills of both parties should improve to facilitate greater interaction. However, the language in question differed; expatriates felt they should improve their Arabic, while Emiratis believed they should improve their English. Expatriates suggested that if they improved their Arabic, they would be able to interact more tacitly with the Emirati. Emiratis, when prompted, agreed, expressing concerns about the degradation of Arabic and how expatriates' knowledge of Arabic was welcomed and seen as a sign of expatriate adjustment:

As long as you make the effort. Like for example you when you spoke to me in Arabic, I was like, Wow, that's nice. It's like to my Japanese friends, when I give them a couple of Japanese words, Oh, that's nice, somebody is interested." (NP35)

However, most Emiratis did not see expatriates as a major element in the reduction in Arabic, but rather as an impact of globalisation (NP34) and often blamed themselves for not enforcing it more at home with their children:

We as parents need to work harder in terms of encouraging the Arabic, but everything is becoming, English is becoming the main worldwide... (NP36).

Expatriates and Emiratis also spoke about the importance of English in promoting interaction and general living, because of the international nature of English. Hence efforts to improve English for all was seen as a helpful tool to facilitate confident interactions.

Tourism. When participants were asked, some very touristic elements were provided as areas of exposure between expatriates and Emiratis which could encourage interaction. While agreement was apparent between expatriates and Emiratis concerning the role of tourism, the specifics differed. Emirati participants mostly described outbound tourism as a mechanism through which they could interact with more expatriates. Participants suggested that when Emiratis travel internationally, it will increase their international exposure which can make them more comfortable with expatriates and with specific expatriates they may encounter in Dubai from the same country:

I think, the Emiratis, that do travel and all my Emirati friends go to the same places, repetitively...Same countries. Maybe if there was a more focused tourism industry of the Emiratis itself, on getting to a wider, sort of diversity of countries nationalities it, it might open up more possibilities in understanding other cultures and understanding other societies...But I think if someone like DNATA, which is Emirati-owned focused travel sector on Emirati's travelling...out of the UAE, it, it could open up a larger diversity within the culture and how they interact within the culture here [within the UAE]. (ExP25)

Emirati participants additionally expressed a desire to see more cultural tourism marketing as this would more appropriately reflect the local culture. The value of such marketing was elaborated on by Participant 30

A lot of expatriates, before they decided to come to Dubai, are tourists; they come to Dubai on holiday, they come here, they fall in love with the city, they enjoyed the city, they decide okay are about to Dubai to work [sic]. (ExP30)

Additionally, a small number of participants alluded to tourists acting as an intermediary between the expatriate and the Emirati:

They [expatriates and Emiratis] interact through, through the tourist. If the tourist come, let's say, if your mum or your father comes, you will take them to the desert and then they will say 'Oh, we've been, we had like a nice time, the driver was nice, he was good', you know. (NP18)

The role of tourism in the adjustment of the expatriate and Emirati was most often referred to in the form of events. That is, events created to attract tourists to Dubai could also provide expatriates and Emiratis the opportunity to co-experience the event, potentially leading to interaction:

So I think, yes, there could be more tourism related maybe events that could enable people to socialise. (ExP27)

...but probably what they can do is they can actually arrange for those platforms where both parties can meet and can meet and can actually be run, for example, those days that we said were we would want both parties to participate in others national days or special occasions, such events can be handled by or probably run by those tourism companies. (NP10)

These tourist events and attractions could also aim to explicitly provide information to the tourist which could benefit expatriates also in attendance:

Yeah it's good opportunity to be exposed to the culture of it like for example going to Sheikh Mohammed Centre, one example. And going to Safari's where there is Emirati food dah, dah, dah. And then going to the mosque and knowing... (NP35)

The final area of potential interaction through tourism emerged in the sense of tourism as a source of employment:

Expats and Emiratis are involved in various activities, expats work in tourism industry, many of them, locals, a lot of them also are related somehow to the tourism industry, and that's why you see this, you know, this interaction or this relationship. (ExP24)

A summary of the main elements discussed under tourism have been provided in Table 5-4 along with the participants who described that and a sample quote. Participants described several areas where tourism would facilitate adjustment, by providing meeting opportunities or information etc. with these areas described in the following table.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 5-4:
Tourism in Adjustment - Participants and Sample Quotes

Solution	Participants	Indicative Quotation
Communication – Symbolic Communication Theory	N10, Ex15, N18, N21	So they [tourists] can be used as a channel to spread this information (NP10) They interact through, through the tourist. If the tourist come, let's say, if your mum or your father comes, you will take them to the desert and then they will say 'Oh, we've been, we had like a nice time, the driver was nice, he was good', you know. (NP18)
Events/ Activities	Ex3, Ex4, Ex5, Ex6, N8, N9, N10, Ex11, Ex12, Ex15, N16, N18, Ex24, Ex25, Ex26, Ex27, N29, Ex30, N31, N32	Organise activities that they will, you know, like to go and, I mean, when you go into the desert, it's like, you want to get see how life maybe was in Dubai 50 years ago, even if you would disagree or agree if life that's what you really do. Is it, yeah, you participate in that sort of things, I don't know, I mean, it's not easy, because, when you're on holiday, how often will you go and have a visit or do a conference on Emirati culture, you know, but if you're a local, I mean, if you live locally, you may just well do. It could potentially help, but I suppose it would be easier once you're here, I'm not so sure. (ExP6) Tourist in your own town, showcases what tourists see through convention and visitors bureaus and all that goes with that because we showcase. (ExP26)
Events/Activities cont.		Well, you know, we have a lot of exhibitions you have a lot of you know sit see you know tours and you know promotions that we invite people to come in and then there was a year ago I think two years ago there was an ad running that, during Ramadan, that we invite for example Ramadan not a lot of people they know about Ramadan, especially if you are in the Western world. It's very, very important that you know we invite non-Muslim during Ramadan to our Iftar, you know, and let them be with us during the day you know they ask they have a lot of questions to ask you (NP29)
Attractions	Ex4, Ex6, N21, N22, Ex24, Ex25, N32, N35, N36	So they go and they visit Sharjah, they visit plenty of place and they have some interaction with the Emirati and last time she had a...they had a breakfast in...in Sharjah (P4) Because they, they are coming up with a new idea every day of building new places because of 2020 and for the tourism is always growing in this country, so they need to have new ideas for new places, new surprises I guess, like things that you can't find in other countries. I'm not sure what, but you know, people get attracted with real things so that staff you can't find in any other place. For example Burj Khalifah. Like this is the tallest building and it attracts a lot of tourism over there, have you seen Dubai Mall on Friday (NP22)

Table 5-4 continued:
Tourism in Adjustment - Participants and Sample Quotes

Solution	Participants	Example Quote
Tourism Facilities – Hotels & Tourist tours	Ex5, Ex6, Ex11, Ex15, N16, N20, N22, Ex24	<p><i>If the Emiratis were majority of the population, that would have been different. Because they would be the one working in the hotels and they would be one interacting with others. So that would be a different experience. So just because Dubai it doesn't work. Many other part of the world, it may help. But again it depends on the workforce, or depends on who tourists interact with mostly. Unless, even if you deal with police, he may not be a local police, he may be an expat too. So you wouldn't actually interact with a local at all. Oh, only in, point of interaction will be passport control in and out, that would be the only interaction they would have had, I think, as a visitor. (ExP11)</i></p> <p><i>Well obviously it's a major business here, it will make a lot of money for both, you know, the people working in tourism and related sections are majority expats, whereas in it's a kind of brilliant investment for the Emiratis to set up the hotels and infrastructure and put a few trains and metros and taxis and roads and bridges and things because it will obviously have a lasting, long-term financial incentive for them. (ExP15)</i></p>
None – no role of tourism in adjustment	Ex11, Ex17	<p><i>Even the ones they see, they may not be the Emiratis, they could be other people who dressed in similar clothing, so they don't, they have no interaction, so they, there would be no function of tourism in there. So I would say slim to none. (ExP11)</i></p>
Dubai Advertising	N8, Ex25, Ex26, N29, Ex30, N32	<p><i>So it's very important up, others as Emirati are also to promote our culture is. Not to do the things, not necessarily the way you know that everybody else wants to see it but do the things that use to be natural to our parents, our parents used to it, our great parents used to do it, you know with a twist that we learn also from other nations (NP29)</i></p> <p><i>Very good job of promoting and celebrating Dubai as a destination to the outside world as a result of which you see year on year increase of visitors coming into Dubai so the department (NP30)</i></p> <p><i>Maybe Dubai can be advertised in a different way you know it said of showing them ladies in bikinis on the beach, maybe show them different picture, yeah. (NP32)</i></p>

Source: Author

5.4.5. Individual Arena

The final Arena, by far the most popular in terms of the number and variety of themes, related to the individual themselves and the elements that would influence their interaction and adjustment on a personal level.

Respect. A frequent discussion arose when participants described the importance of mutual respect in adjustment and interaction. Both expatriates and Emiratis felt they should be respected and respect each other from a personal and a cultural level.

To respect each other and then like if I want to chat with expats or they want to chat with me first thing they each side, they know that they need to respect each other, but for to avoid anything like any issues between them, even though they don't know each other but

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

still we need to have this respect, so don't cross the limit and to learn about each other culture, you know (NP28)

Because they share, they show respect, they show, you know, good deed in terms of utilising the facilities of this country. So you don't see any misuse of any facilities, you don't see any disrespect, you know, acts and if one or two happens, you cannot generally, you know, you cannot generalise that and I believe if you speak to these people properly, you will get back a good response. (NP10)

Participants disagreed on the respect imparted towards them by Dubai as a system. Emiratis generally felt that Dubai encouraged individuals to respect one another by promoting fairness and equality:

And since we have equal access to everything, it's not like any of our rights have been taken away or if there's any discrimination between us and them. (NP10)

While some expatriates felt that incidents arose that exemplified disrespect and discrimination:

Well, unfair to a certain extent, yes, but I think all so very two faced...According to the nationality that you are. Again, going back to the caste system which is so prevalent here in the UAE. (ExP25).

Respect was seen as necessary for positive interactions to take place:

It's only just that needs to be when if it's like expat if they come here which they need just to maybe respect and give a value of the country in itself, the religion has to be, and the tradition and culture. If they do that I'm sure the local of this country will not have any problems of them being here, right. So both parties can be actually living in peace...Need to be little respect of each other's things that's what we are looking for. (NP31)

Respect, therefore was seen as a characteristic of individuals that would facilitate adjustment between expatriates and Emiratis in terms of their behaviour and attitude to one another.

Personality. The personality of expatriates and Emiratis was seen as an important precursor of adjustment in terms of an individual being interested, open minded, or having a matching personal lifestyle. From the perspective of interest, participants explained that it was down to the individual to have the interest to interact and adapt in order for adjustment to be successful:

Majority [of responsibility] lies within the individuals themselves. See, you build up a country thinking that people are rational, people will

make, will take decisions that affect their life and make their lives better, right. So you put them in a mixed culture and mixed environment and they would adapt, everyone could adapt. (NP20)

The importance of interest was stressed by the fact that participants, universally, felt that a forced programme of adjustment would not work. Instead, a more effective programme would act as a guide or stimulate awareness:

Not forced but I prefer them to understand the culture. It will make them easy to live. (NP31)

Because if they don't want, we cannot force them to do something. But if you force them, they will feel that, you know whenever you force someone to do something, they don't feel happy. (NP8)

Again, going back to Canada we have a lot of Asian and East Indian people living in Vancouver, who can't speak English and that is a huge culture barrier. But the Canadian government certainly don't force people to learn, they encourage people to learn and I think, again, from Dubai, they could be an encouragement from the government of Dubai to like they could, for instance, they could offer, maybe free lessons in Arabic, for instance, I mean, I'd certainly sign up for those if that was available. (ExP27)

They shouldn't be forced, but they should be guided in understanding the local culture. (ExP24)

In general, therefore, the sentiment from expatriates and Emiratis was that interest was required for effective adjustment and that it is the interest that should drive learning; forcing individuals would be counter-productive. Similarly, participants described the importance of having an open-mind when attempting to adjust to one another:

I didn't stereotype people, so that's kind of why my radar doesn't fall quite quickly, it falls over a period of time. I like to judge over time. And when people say oh, you know, you make the oppression in the first three minutes, but maybe you do, but then and then, of course, you spend the next you spend the next six months, 12 months reinforcing that, you know, or using self-fulfilling prophecies and selective thinking to reinforce that. So, I've learnt over time that it's just better just to float it and see how things go and see how things go (ExP26)

In addition to needing to be open minded to better adjust, many participants, expatriates and Emiratis alike, commented on how they had become more open minded thanks to the other party and the multinational nature of Dubai:

Open to new cultures, I have, because I know more about the different cultures, I'm more open, for example my wife is not an Arab which, if I would have been back home, that would never happen. It's

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

just because the way that people look at it there and the way people look at it here is different. (ExP12)

And really rather than reacting to situations, you really, you learn to take a step back and you really learn to evaluate what is really going on here and what is, "why is this person shouting at me?" Or "Why is this guy, all of a sudden, being all nice to me why doesn't he understand what I want?" So you kind of learn to step back from the situation and look at it much more broadly to understand cultural or, let's say, environmental factors that affect the situation. (ExP15)

When individuals commented on their lifestyle here, it was apparent that they enjoyed their lifestyle here, but it did pose potential limitations to adjustment, largely because expatriate and Emirati lifestyles were not always compatible:

Second of all I think it's my lifestyle is very different from them. I go to bars and drink alcohol and do things that they probably would not want or would not be acceptable in their culture, so it would be very difficult to mix the two. (ExP15)

With us [Emiratis], it's a lifestyle so we go to coffee shops we gather at the majlis [seating area] there is no alcohol, there is no shisha so, so therefore you can go whole week of gatherings, socialising without neither (NP21)

Indian construction workers that are earning DHS 1,200 and living 12 to a room working seven days a week, 24 hours a day to embellish the lifestyle of wealth the Emiratis, I mean, it's very difficult. (ExP26)

Overall, the general personality of an individual influenced their degree of adjustment:

I think it's come in my personality that you tend to, there's two sides of it actually. One side is that I can walk into a room with stranger and talk to people, you know, you can start a conversation I'm...I'm not afraid to step into a room with strangers and start having a conversation. But the side effect for me personally is also that it's very difficult to build a long lasting relation with people because I'm so used to changing it often, right, or meeting new people so...so there's very few people who will, I would really meet regularly with and who I've known for a really long time, basically. So there is always like these ups and downs. Some people I know that if I've not seen them for 6 months. I can meet them, it's as if nothing has changed, right. I...I have people like that, but there's other people who, maybe in the short period, yeah, we saw them a lot and suddenly you kind of track of each other, basically. It happens. (ExP5)

In explaining an initial failed adjustment attempt, Participant 7 explained the reason, they felt, for their failed integration:

I think it's in here [gestures to head]. When you, I know that it was my mistake being ungrateful for people who have, I've met a lot of nice

people, I'm talking about my first visit, I've met a lot of nice people who really supported me, they were people who were really friendly and I think I just, I didn't take it the way I could, I was so into my depression... (ExP7)

The personal traits of an individual were seen to encourage adjustment through the open minded nature of individuals, their interest in adjusting, and their personal lifestyle traits. When individuals were open minded and interested in adjusting, adjustment was more likely. Furthermore, if the personal lifestyle of the expatriate was similar to the national, adjustment was also more likely.

Understanding. Participants explained that better adjustment was created through understanding; by understanding the other party's situation and culture one was able to adjust more quickly and thoroughly.

If people are aware of what is allowed and not allowed, it'll be much easier, yeah, to adjust to it. (NP10)

...I think the basic thing is to understand and once you understand, when you communicate with each other and say like this is why we do this, or this is why it is like that, I think it helps to adjust, instead of just like, this is it. So I guess mutual communication would be, and then it's a little bit of a give and take, well like, OK, we've come this far, can we adjust mutually, a little bit something. It's a little bit of a give and take. (ExP17)

One source of such understanding arose from the individual's international or expatriate experience. Generally, those expatriates or nationals who travel internationally or who have previously been an expatriate felt they adjust more effectively, as succinctly explained by Emirati participant 22 and, in a little more depth, by expatriate participant 15:

My adjustment is much easier than others because I have lived on the other side. (NP22)

Second time around [as an expatriate] you already know what to expect so you kind of pre-prepared for that, so well, well. I mean obviously it's, you do things differently, you adjust your expectations on many things. For some things you have higher expectations, for some things your expectations are bit lower than what you would have in, let's say, Europe or, especially in Northern Europe!... experience of travelling abroad and living abroad before also makes it easier, you know, you have certain formats and you are more aware of yourself as well, like, you know, obviously you do get a bit of a culture shock every time, it still happens to me, but you're more aware of it. (ExP15)

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Similarly, past interactions with their expatriate or Emirati counterpart were seen to facilitate adjustment, most notably amongst Emiratis:

Let's say we've already adjusted with them since they are here since, since they are coming like, let's say, 15 or 20 years as long as we are growing here, we see more expat, so we know that all about them. (NP28)

In this light, the lack of previous experience was described as a hindrance to new expatriates arriving:

Well there is a difference between the old expatriates and new ones. The old ones already got used to our traditions, our way of living, how do we communicate a law. New ones have maybe find it hard a bit to communicate with us. (NP32)

From the expatriate perspective, the duration of their tenure in Dubai and past expatriate experience accelerated adjustment because they understood the situation:

I mean, if you've been here long enough, you know it, basically, from the traffic sit...situation to how many times can I visit something with my kids; water park or whatever, I mean all of that in the last 10 years, there's been quite drastic transformation basically. And a lot of people don't appreciate that. (ExP5)

I think once you've made one jump you mitigate the next because you're already somewhat adjusted to the way in, because could be the same, so you are somewhat adjusted in the first place, you know what you're in, you're already flexible, you're already flexing. (ExP26)

The last comment by Participant 26 is important to note; a potential difference between the first expatriate experience and subsequent ones due to an internal change and tolerance for adjustment. Once individuals had made the decision to become an expatriate, their behaviour and attitude developed to become more tolerant and open minded.

The provision of information prior to and upon arrival was seen as an important tool to educate the expatriate about Dubai. This was discussed by both expatriates and Emiratis, but always concerned giving expatriates information.

Introductory message in Emirates Airlines for example all that need to be, leaflets for example if you're coming here for the first time, while being, or people who are granted their visas on the spot need to have the some sort of leaflet saying this and that, so, it's the carrot and the stick, I think, approach, so people need to know what's the rules and regulation, what's expected from them and then you go with the stick...So if we can get this information to them even before they

arrive to the UAE, before arrive mentally and physically, so if they're doing their homework setup, any research that need to be done so we look into all the search engine that, you know, where Dubai is being looked up and include this type of information of what is Dubai, what kind of things, dos and don'ts, you know, just as well publish, just as publicise for Dubai with the happy life, they need to understand, you know, how to handle that life as well. (NP10)

Some individuals, expatriates and Emiratis, extended this information provision to also include mini assignments or questions to test the expatriate's knowledge:

Well I'd like to think, you know, I received quite a lot of information about the country before I arrived. So, you know, that sort of information can be included in a, well now, of course, would be put on a website, I was going to say included in a pack. No one sends pack of information anymore do they?! So...Yeah, that's the sort of stuff that needs to be included and, I...and not just, you know, I think there needs to be a debriefing period where someone in HR says 'Well did you...did you see the information about Emirati culture on the website? Did you do the correct quiz, the executive summary, did you do something like that', you know. And there needs to be a real follow-up and a, part of a check in, yes I do understand, and I...no, I'm not going to wear my bikini when I go down to the Mall of the Emirates to go shopping or like that, you know. It needs to be that confirmation that people understand they're in a different place. (ExP2)

Additionally, it was suggested that not only does information need to be provided, but individuals should be able to locate it themselves:

So I think if people are given the chance of understanding where to get information and it's clear to them, it will definitely help them in adjusting easily, yeah. (NP10)

By understanding the other party, adjustment would be possible because the situation and context of the other party could be appreciated, facilitating more appropriate adjustment methods and behaviour. One of the most common methods through which this understanding could be provided was through the provision of information before or upon arrival in Dubai.

Cultural connection. As with Understanding, Cultural connection considered individuals' understanding specifically to the local culture, but also added their degree of connection to the culture. Its focus and specific discussion warranted this as its own theme. For some expatriates, adjustment to Dubai and the expatriate was relatively easy because they came from a culture which was similar:

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

It's similar to [HOME COUNTRY] so it's somewhat similar to cultures that I know so it wasn't too difficult, I would say." (ExP11)

In other cases, the culture itself was not similar, but similar values were present which made adjustment easier:

No, it's not similar to my own culture, but somehow I have kind of like similar values, you know, as I said I don't, you know, I don't drink, and I don't do many of the things that they do, they don't do so. So it's kind of like, this made it easier for me, you know. That's why I like... Because, again I can associate with the local culture and the locals, and I understand what the whole thing is about. Again, things I have, I can do things they cannot do, I know this very well, I know how it should be done, all this, you know, I don't question the system, because the system is close to what I get, let's say back home. (ExP24)

I've been able to, having been brought up in a conservative environment, it has been easier for me to adjust to the Emirati culture also being conservative. I understand the Emirati culture, I understand like, I understand, you know, the values that they uphold, things that they, certain values that they encourage, certain values that they discourage. Not being you know not in terms of attire in terms of behaviour in public in so that's something I would understand, that has allowed me to easily adapt and I think I've adapted quite well to the Emirati culture, I understand you know all the Emirati holidays, you know, dressing up a national of the only my Emirati friends during celebrations. (ExP30)

Individuals who understood the culture of the other party would adjust better, be more willing to interact, and adhere to local laws because they would understand them. Some Emiratis felt that expatriates needed to understand the local culture more thoroughly as existing interactions seemed to demonstrate a lack of knowledge or misunderstanding. A concern amongst Emiratis was the misrepresentation of their culture by expatriates, and even other Emiratis who did not fully understand the culture. As a result, incorrect information would be conveyed to expatriates and tourists during trainings and tours:

Because sometimes if they're new here, they wouldn't understand that there are some people has some kind of limitations, and like, as I said before, for a girl to handshake a guy, it's not all girls do that or maybe for, even for guys like maybe they are not used to interacting with expats depends, obviously on the personality, so I guess if, if an expat know more about the culture and how the locals deal with other people, some of them not all of them, then there will be no cultural, how can you say that? There would be no feud basically. (NP22)

It pisses me off when they say 'OK, we'll take you on a trip to understand the Arabian culture' and they take them to this belly

dancing in the desert. It has nothing to do with us! This has nothing...first of all we don't belly dance! It's an Egyptian thing, there's much more deep instilled traditions that we would love others to come and learn from (NP10)

Some Emiratis also felt that some expatriates would avoid them because they did not understand the Emirati culture:

Adjustment to Emiratis is low, but people avoid interaction with Emiratis because they do not understand/know the Emirati culture. People generally fear the unknown. (ExP24)

Therefore, not only did a pre-existing cultural understanding facilitate adjustment, but by providing accurate information on each other's culture – the Emirati culture in particular.

Friends and Family. Both expatriates and Emiratis explained that having friends and family present in Dubai made it easier to adjust to Dubai as a network of sympathy and support was present. This network allowed more personal recommendations and advice to be provided that individuals may not be comfortable asking e.g. work colleagues:

I think the fact that we did know someone who lives in Dubai and I think the fact that we knew him and he was very helpful with advice and guidance. Again some of that hasn't been 100% think correct, but on saying that at least it's someone to ask and someone to give an opinion. (ExP27)

...network of people to help you with stuff, like being able to answer, help you with issues, etc. Like now if I have a....a legal issue or whatever, I know how to ask, right, or how...some advice for something that's here in Dubai. Whereas before, maybe, you...you didn't have that, right. So, I think that...yeah, that would have over...in the first period, that could have helped a lot. (ExP5)

A number of expatriates described Dubai as an easy place to make friends, largely because the majority of the population were in a similar position or were sympathetic, thereby making it easier to feel comfortable here

I didn't feel lonely. You know, having left my family and all my friends back home, if it was difficult to make friends and meet new people, I would of probably not enjoyed my time here and I would have thought that maybe it's not the place for me to be [sic]. (ExP12).

...there's always somebody who has been through the problems that you have and can help you give an explanation of, certainly that was the case early on, and now, being the old head, people come to us for that same sort of assistance, so, yeah. (ExP19)

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

In some cases, families provided a hindrance to adjustment to Dubai, or expatriates or Emiratis. In the case of expatriates, a number left their families to move to Dubai and would send money to support them back home. This therefore meant limited free time and available finances to undertake activities that could help the expatriate adjust:

...because some of them [Expatriates] they come here to work for the families, like their families are abroad and they are here to, to get, to get money for them or to try to save some money (NP22)

From the Emirati perspective, family visitation requirements or family acceptance to expatriate interaction may limit an individual's availability and freedom to interact with expatriates:

Time availability, you know, you, you are committed to your family; I have go to my aunt's house, I say I have to do this, 'side there is work, so by the time you look at your day, it's full. You know what I mean, you don't have time to just go to a coffee shop every other night, 3 nights a week, you know what I mean. But there are some who does it, but, you know, it's not the majority you know. (NP21)

Emirati communities (families) tend to stay together, from the expatriate perspective, because Emiratis have big families with which to interact and who demand interaction. Therefore many Emiratis do not feel the need to interact with expatriates since the family fulfil most of the demands and are demanding. (NP34)

Children were also cited here, mostly by expatriates, as an additional source of adjustment through their schools and children's friends:

It was, I have to say the next move we make will be different because this is the first time we're moving without children and you will see in your life. It is very easy to make friends because of the kids. (ExP17)

So you know if you want that, and, you know and children are very excitable and very influential you can influence them quite easily, so if the child sees this at school and he comes back home to the parents and tells them about his experiences, he had a great time might also help the parents adjust especially the parents recently moved to Dubai and have an lives there life here, so you know your child will come back and say all mum that I had such a nice time I learnt a lot about this culture do you know this, this, this and their parents would say "Ah okay I didn't know that" so would help them also. So it's not only helping the students, is also helping the parents because the students you know kind of come back and tell their parents about their experiences. (ExP30)

Participant 2 explained that it was by the time their spouse and children were settled in work and school that they felt they had adjusted to Dubai:

...once [WIFE] got her job, the kids got settled in the school, so I would say by Christmas of '95, we definitely felt pretty comfortable.
(ExP2)

Friends and family were largely seen as a mechanism through which adjustment would be possible – by having friends and/or family in Dubai, particularly expatriates would be able to adjust more thoroughly. However, family also offered a hindrance in the form of duty – monetary or temporal – which could limit expatriates' or Emiratis' ability to adjust due to a lack of time or money.

The five Arenas hence explained the areas facilitating expatriate and national adjustment; through factors relating to the Destination, the Host, the Company, Exposure, and the Individual, expatriates and nationals were able to adjust to one another and their new environment. While the true weighting of these Arenas cannot accurately be established, it is estimated that, based upon the frequency of discussion, the Individual Arena was the most influential, being mentioned 43% of the time, followed by the Destination (22%), Exposure (16%), Host (14%), and Company (6%). Percentages have been calculated based upon the number of times each Arena was mentioned out of the total number of mentions (1,296). A breakdown of these arenas, subthemes along with sample quotes to summarise the explanations above is provided in Appendix G. A more complete assessment of the weighting of the various arenas is possible in the second quantitative stage of the study, discussed in 0.

5.5. Objective IV: The Current Relationship and degree of attachment between Expatriates and Nationals

The final objective was to uncover the existing relationship and degree of attachment between expatriates and Emiratis. Overall the relationship between the two seemed positive, with few areas of concern raised, and by few individuals. The few areas of concern normally related to specific situations and were not representative of a broader perception. When asked about the importance of there being a relationship between expatriates and Emiratis, Participant 10 explained:

...because we're sharing the same air, it's the same country, it's the same land, we're sharing the same facilities, staying in an isolation benefits no one, there's so much good and nice stuff that we have and good practices that we would love others to, you know, to come and see. Let's say, whatever, it's the family ties that we have, whether it's the good practices and respecting the elderly, respecting the parents, respecting the kids as well and I believe that it's a pity if an expat come to the UAE, live here, and not get to know the good

practices that we have that would...will not get, I mean it's personal choice, but I believe that the UAE culture has a lot of good practices that is not directly related to Islam, it has nothing to do with the religion, but it's, where anyone can actually, you know, learn from it. And it's a pity that the expat does not get to know that or probably they don't get the good ripple out effect that would reach them and their families of it, yeah. And vice versa, I'm sure that there are private practices, let's say, that exist with the expats community that we would love to learn from it, whether it's new stuff, whatever, anything that we would love to know about it, yeah. (NP10)

Participant 10's comments also reflect one of the only areas of concern regarding the relationship; the lack of learning or interaction between expatriates and hosts, with a desire for more:

It's very different, in that, just, it's very difficult to...to meet with the Emirati, to have a connection with those people. And that's the difficult part for me, because my expectation is to...to share something with the...the local people, to learn more, you know, you learn more than reading a book or...so I want to sport with or, you know, have a party or whatever you can call it, but share something but here...after 3 years, I mean, I don't share anything with an Emirati. Another thing I thought, when I arrived here I was ready to learn Arabic but finally I say I have to practice Arabic but who speaks Arabic here it's...it's very difficult... I am adjusted to the country but no more than this, you know, with...I mean, if I cannot share something with those guy, I mean...I'm ready to do an effort, but are they? I'm not sure. (ExP4)

The final point raised by Participant 4 reflects the other concern, from the expatriate perspective; that Emiratis were not ready or interested in meeting expatriates. In a similar notion, hints of resentment were evident amongst expatriates with regards to the privileges bestowed upon the Emirati:

I mean... it's a common...written about subject that when the Emiratis finish the university, their expectation of where they're going to enter work life, maybe their perception is a bit skewed, right, or their expectation is maybe is not really correct. Because, yeah, in government, or whatever, that could work for them, but, you know, in private business, that's not how it works, right, you've got to be there from the beginning and learn the ropes and work hard like everyone else to get where you want to be, basically. I hope that will change, especially here, I hope that will change... How is the UAE government, and maybe Dubai will do this differently than Abu Dhabi, I don't know because it's like, there's more variety of businesses here etc. But that's a big question mark which...the future of this country depends on, right. How are they going to address the expectations of people who are coming fresh out of university and expect to get Dhs 35,000 [~£7,630] a month as a salary, right, and like, 'Oh I want to be

a manager, I don't want to be told what to do', right, I want to come when I want to come to work, well maybe you're not the right person for working in our business, right. (ExP5)

While some Emiratis did agree with the privileges issue, most Emiratis disputed the lack of interest to meet, citing the different expectations and hobbies as the main reason for a lack of interaction, or expressing disappointment at the expatriates lack of motivation to interact with them:

Ah in what situations [I interact with expatriates]. Work, friendship, but other than that not much. Because the things that we enjoy doing is not the same as, like for them for example, a good place to get, to network for example is in a bar or pub. Which is not an ordinary place for the locals here... (NP35)

An additional concern raised was the prevalence of stereotypes of the Emirati amongst expatriates, which some Emirati participants blamed on limiting a potentially more extensive relationship:

I don't know exactly, but they keep talking about the stereotypes instead of, and talking about the differences instead of celebrating it. (NP16)

Participant 16 went on to explain, using privileges as an example, how some stereotypes are based on the negative behaviour which needs to be correct in order for the relationship be develop:

I think sometimes it [privileges] has a negative impact because it created this image that we are spoiled, we're not working hard to get things as they are. Coming from a hospitality background, I could see this definitely, because we've given a lot of opportunities and a lot of things to do, people have taken advantage of this and they've used it not to work, get out of work early, don't do anything at work, coffee, tea breaks and this has created even more of the void. (NP16)

From the discussion, the individual nature of people's perspective was very much apparent, with different individuals praising or lamenting different, or similar and conflicting areas. Nevertheless, overall, all participants seemed to be happy with the current state of affairs, although some individuals would like to see more opportunities to interact:

It's more of ease of communication, more of to ease up your life it's a fact that the country has a 75% pop, expat population, so it absolutely doesn't make absolute sense to not get along with. (NP20)

I love the multinational culture here. I think it's one of the things that makes Dubai, Dubai. Makes it home, because you don't see that anywhere else. OK. We've been living with expatriates all our lives,

basically, people think we have problems dealing with them, but I think it's the opposite, they are, they have problems deal with us sometimes. Because they don't interact so much with us while we interact with them on a daily basis, if you think about it. (NP16)

Overall, relations between expatriates and Emiratis did appear to be positive and largely supportive of one another. However, some underlying concerns were noticed, such as the question over the actual degree of acceptance of expatriates by Emiratis and the possible cases of national privileges not extended to the expatriate.

5.6. Summary

In order to provide the initial foundation of information to facilitate quantitative analysis, the transcriptions of 36 in-depth interviews were analysed, in accordance with the objectives established in the Introduction of the study. For Objective I – expatriates' and nationals' perception of tourism – results suggested that individuals, regardless of their nationality supported tourism in Dubai, largely due to the economic prosperity it brings to the city. While a number of dislikes were also expressed such as tourist behaviour and the lack of cultural offerings, sentiments were overall positive. With Objective II – expatriates' and nationals' adjustment – and Objective III – the role of tourism in adjustment – a total of five Arenas were explained which described how expatriates and nationals were able to adjust to one another. These Arenas included the Destination, the Host, the Company, Exposure, and the Individual. Together, they included factors such as a convenient destination, acceptance by the host, company support, opportunities to meet, and having a suitable personality, as reflected in the model in Figure 5-1. The most discussed Arena, in terms of the number mentions, was the Individual, followed by the Destination. The final Objective considered the current relationship and degree of attachment between expatriates and Emiratis and generally showed amicable perceptions of each other. Some negative perceptions and stereotypes of each other were apparent, but these did not seem to largely influence the relationship. The abovementioned results were then used to build a questionnaire to distribute to residents of the Dubai to measure the generalisability of these findings. These are explained in the following chapter.

CHAPTER: 6. WHICH ARENA IS BEST AND FOR WHOM?

QUANTITATIVE RESULTS OF TOURISM AND ADJUSTMENT

6.1. Introduction

This chapter analysed the results of a quantitative questionnaire distributed to expatriates and Emiratis in Dubai. An electronic questionnaire was distributed to residents in Dubai through a variety of online channels, including social media and email in an attempt to provide the most representative sample possible. This chapter focusses on providing the empirical base of Objectives I through IV and has been structured accordingly. Objective I was designed to develop a conceptual framework for analysing expatriates' and Emiratis' support for tourism. This was assessed through multiple regression analysis to predict support, and 4 hypotheses to control for various demographic influences that could be present, according to the extant literature. These hypotheses measured the difference between expatriates' and nationals' perception of tourism (H1_a), the impact of duration of residency on tourism (H1_b), the impact of cultural distance on perceptions of tourism (H1_c), and the impact of type of employment on perceptions of tourism (H1_d). Objective II reviews and analyses expatriates' and Emiratis' adjustment to one another, objective III offers an analysis of the influence of tourism on the relationship between expatriates and nationals, and objective 4 analyses the nature of the relationship and degree of attachment between expatriates and nationals. Objectives II-IV have been analysed in this chapter as a combined section due to the similarity of analysis and the topics being considered. These three objectives were examined through the use of multiple regression to uncover influences on adjustment, and the role of tourism in adjustment. Further analysis was conducted utilising 6 hypotheses to account for the impact of specific issues arising from the literature review. These hypotheses tested the difference between expatriates' and nationals' adjustment (H2_a), the impact of cultural distance on adjustment and attachment (H2_b), the impact of duration of residency on adjustment and attachment (H2_c), the impact of previous expatriate experience on adjustment and attachment (H2_d), the impact of Third Culture Kids on adjustment and attachment (H2_e), and the impact of personality on adjustment and attachment (H2_f). Throughout this analysis, the scale used reflected 1 as 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 5 as 'Strongly Agree'.

Initially, the descriptive statistics of the sample are presented and explained to offer insight into the demographic characteristics of the sample. Secondly, the constructs of Tourism Impacts (TI), Tourism Opinions (TO), Adjustment (ADJ), Adjustment Improvement (ADJI), and Communication (COMM) were analysed through the use of Factor Analysis to reduce the number of variables to more inclusive factors. Henceforth, the term 'variables' will refer to the individual variables prior to Factor Analysis, while the term 'factors' will refer the combination of variables post-Factor Analysis. In order to more effectively explain the quantitative results, this chapter has been structured to follow the four objectives proposed at the outset of the study. Within each objective, the respective demographics, analysis, and hypotheses have been explained.

Following the Factor Analyses, the various factors were assessed for their fit in the proposed statistical model (Figure 6-2, and revised in Figure 6-13) through Simple Linear Multiple Regression analyses, according to their respective objective. Further model analysis was performed through the use of Pearson Correlation to test the presence of statistical relationships, and not only predictive statistical relationships within the sample. In some cases, it is possible that while a predictive relationship is not present, or is very weak, a correlation could still exist, hence the use of Pearson correlation tests. Stepwise Multiple Regression was also performed on various demographics variables and the factors to control for any demographic influences on the model. Multiple regression tests allowed the predictive power of the factors in the model to be estimated.

Based on the analysis of the literature, several areas of contention or areas which were under-researched were uncovered which require consideration which are reflected in Table 2-2 concerning the gaps and contentions related to tourism, and Table 2-4 for the gaps and disagreements amongst the expatriate literature. Hence, several hypotheses were developed to explore these areas more thoroughly. Once the model had been analysed through the various Multiple Regression tests, the 16 hypotheses were assessed, according to their respective objective. The hypotheses were, likewise, organised by objective, as introduced in the introduction in Table 1-1 to **Error! eference source not found.**, and explained in the literature review in chapter 2. These tables have been recreated here to aid in understanding and readability. Hypotheses H1_a through H1_d refer to objective 1, as shown in Table 6-1.

Table 6-1:
Hypotheses related to Objective I

Objective	Hypothesis number	Hypothesis
I	H1 _a	There is a statistically significant difference between expatriates' and nationals' perceptions of tourism impact and tourism opinion.
	H1 _b	There is a statistically significant relationship between duration of residency and individual perceptions of tourism impact and opinion.
	H1 _c	There is a statistically significant relationship between residents' cultural distance and individual perceptions of tourism impact and tourism opinion.
	H1 _d	There is a statistically significant difference between residents' employment in tourism and individual perceptions of tourism impact and tourism opinion.

Source: Author

Hypotheses H2_a through H2_I referred to objectives 2, 3, and 4, as shown in Table 6-2.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-2:
Hypotheses related to Objectives II, III, and IV

Objective	Hypothesis number	Hypothesis
II III	H2 _a	There is a statistically significant difference between expatriates and nationals and their perceptions of adjustment methods.
	H2 _c	There is a statistically significant relationship between individuals' cultural distance and their perceptions of adjustment methods.
	H2 _e	There is a statistically significant relationship between individuals' duration of residency and their perceptions of adjustment methods.
	H2 _g	There is a statistically significant relationship between individuals' previous expatriate experience and their perceptions of adjustment methods.
	H2 _i	There is a statistically significant relationship between third culture kids and individuals' perceptions of adjustment methods
	H2 _k	There is a statistically significant relationship between individuals' personality and perceptions of adjustment methods
IV	H2 _b	There is a statistically significant difference between expatriates and nationals and their degree of attachment.
	H2 _d	There is a statistically significant relationship between individuals' cultural distance and their degree of attachment.
	H2 _f	There is a statistically significant relationship between individuals' duration of residency in the UAE and their degree of attachment.
	H2 _h	There is a statistically significant relationship between individuals' previous expatriate experience and their degree of attachment
	H2 _j	There is a statistically significant relationship between third culture kids and individuals' degree of attachment
	H2 _l	There is a statistically significant relationship between individuals' personality and degree of attachment

Source: Author

A visual representation of this chapter's structure is reflected in the below Figure 6-1

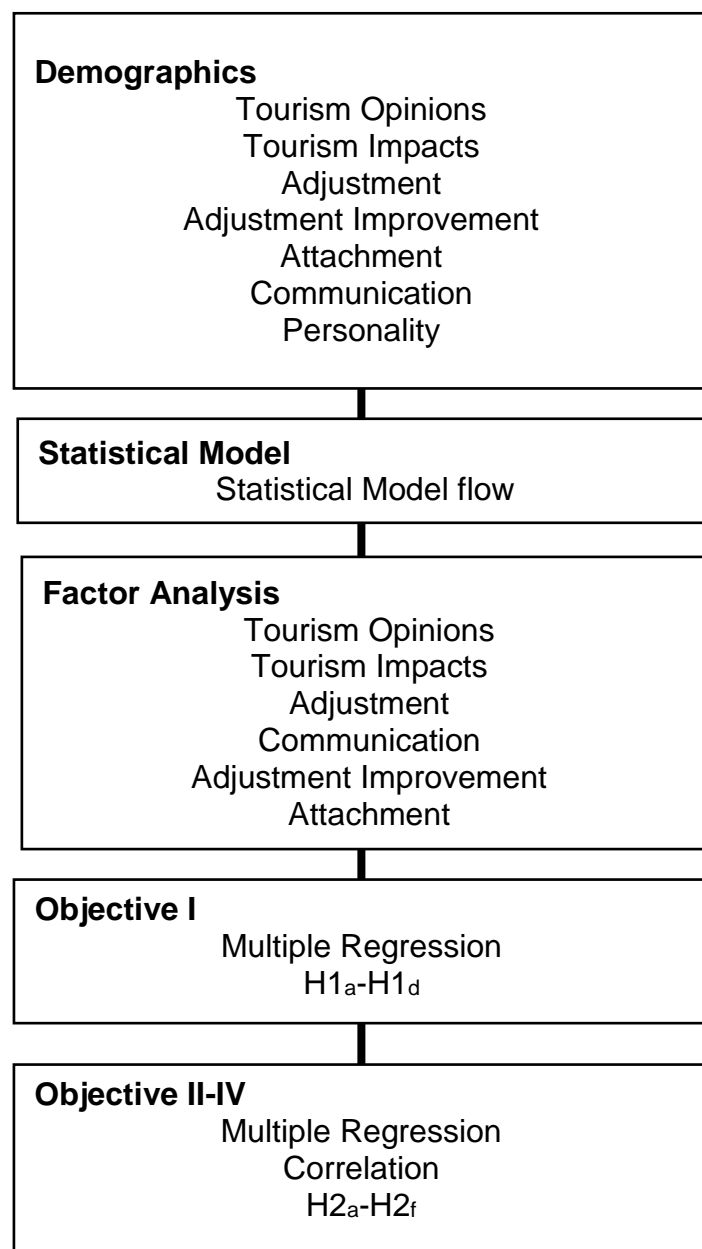


Figure 6-1:
Quantitative Findings chapter structure

6.2. Demographic Characteristics of the sample

6.2.1. General Demographics

The results in Table 6-3 demonstrate an almost even split concerning the age group of participants. However, the single largest group was those between 56 and 60 years (15.7%, N=26). The smallest segment of participants was of those between the ages of 18 and 25 (4.2%, N=7,). Gender, was largely Male (69.3%, N=115). Participants were reasonably well educated with the largest number of participants having completed an Undergraduate degree (42.7%, N=70), closely followed by a Postgraduate degree (38.4%, N=63). A large number of participants were self-employed (22.9%, N=38), followed by those employed in foreign international companies (21.1%, N=35). On average, participants have lived in the UAE for a little over 14 years (SD=10.45), with individuals having lived in the UAE anywhere between 1 year and 50 years. Participants were largely Expatriate (92.3%, N=339) which does somewhat reflect the Expatriate-National break down of Dubai (Dizik, 2014; Isakovic & Whitman, 2013).

Table 6-3:
General Demographic Descriptive Statistics

Variable	Number	Valid Percentage
<i>Age</i>		
<i>Total Responses</i>	166	
18-25	7	4.2
26-30	20	12.0
31-35	13	7.8
36-40	15	9.0
41-45	21	12.7
46-50	20	12.0
51-55	23	13.9
56-60	26	15.7
60+	21	12.7
Missing Values	273	
<i>Gender</i>		
<i>Total Responses</i>	166	
Female	51	30.7
Male	115	69.3
Missing Values	273	

Table 6-3 continued:
General Demographic Descriptive Statistics

Variable	Number	Valid Percentage
<i>Education</i>		
Total Responses	164	
High-School Graduate	10	3.1
Higher National Diploma	9	5.5
Undergraduate	70	42.7
Post-Graduate	63	38.4
PhD	6	3.7
Other	6	3.7
Missing Values	275	
<i>Occupation</i>		
Total Responses	166	
Employee in Government Agency	9	5.4
Employee in international foreign company	35	21.1
Employee in international local company	32	19.3
Employee in local company	32	19.3
Self-employed	38	22.9
Retired	7	4.2
Unemployed	3	1.8
Student	0	0
Other	10	6
Missing Values	273	
<i>Years in the UAE</i>		
Total Responses	157	
Mean/years	14.66	-
Standard Deviation	10.45	-
Missing Values	282	
<i>Nationality</i>		
Total Responses	439	
Expatriate	369	92.3
Emirati	31	7.8

6.2.2. Tourism Variable Demographics

Demographics specifically concerning tourism factors in Table 6-4 show that most participants had no employment in tourism (61.5%, N=99), followed by those who were directly employed in tourism (24.8%, N=40). A further 9.9% (N=16) had a family member employed in tourism, while an additional 3.7% (N=6) were employed in tourism and had a family member employed in tourism. Overall, therefore, 38.4%

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

(N=62) of participants were involved in the tourism sector to some degree. Participants felt that they mostly interacted with Leisure tourists (44.6%, N=54), followed by Visiting Friends and Relatives (34.7%, N=42). Overall, participants believed that they interacted with tourists on a daily basis (54%, N=87) and mostly because they would visit the same sites (54%, N=87). The most frequently mentioned location where interactions would occur with tourists was Shopping Malls (24.6%, N=96), followed by Restaurants and Bars (16.2%, N=63).

Table 6-4:
Tourism Demographic Descriptive Statistics

Variable	Number	Valid Percentage
<i>Employment in Tourism</i>		
Total Responses	161	
I am	40	24.8
Family member	16	9.9
Both myself and family member	6	3.7
No-one	99	61.5
Missing Values	278	
<i>Type of Tourist</i>		
Total Responses	121	
Leisure	54	44.6
Business	23	19.0
Visiting Friends and Relatives	42	34.7
Other	2	1.7
Missing Values	318	
<i>Frequency of Tourist Interactions</i>		
Total Responses	160	
Daily	85	53.1
Once a week	25	15.6
Two to Three times a week	22	13.8
Once a month	23	14.4
Never	5	3.1
Missing Values	279	

Table 6-4:
Tourism Demographic Descriptive Statistics

<i>Interactions with Tourists</i>			
	<i>Total Responses</i>	<i>161</i>	
	Visit same sites	87	54.0
	Work with tourists	19	11.8
	Visit the same sites and work with tourists	20	12.4
	Do not interaction	35	21.7
	Missing Values	278	
<i>Tourist Interactions Locations</i>			
	<i>Total Responses</i>	<i>390</i>	
	Shopping Malls	96	24.6
	Staying in hotels	41	10.5
	Eating in hotels	49	12.6
	The beach	44	11.3
	Restaurants and Bars	63	16.2
	During events	28	7.2
	Attractions	61	15.6
	Other	8	2.1
	Missing Values	100	

6.2.3. Expatriate/National Demographics

According to the participants, the vast majority were born in the same country as their passport (83.5%, N=137), with only 16.5% (N=27) being born elsewhere, suggesting a small Third Culture Kid (TCK) market. Arabic fluency was relatively low, with 39.4% (N=65) claiming to know no Arabic, and 19.4% (N=32) claiming fluency. English skills, however, reflected polar statistics; 94.5% (N=156) of participants claimed fluency in English. When asked about their reason for moving to the UAE, most participants indicated that it was their own choice (70.5%, N=105), with almost equal proportions following for company-sent and family moved. No expatriates were born in the UAE. The majority, 97.5% (N=117) of participants felt they had adjusted to Dubai. Expatriates mostly interacted with Emiratis on a daily basis (53.1%, N=73), followed by almost equal proportions split over 'Once a Week', 'Two to Three times a week', and 'Once a month'. Emiratis, on the other hand all interacted with Expatriates on a daily basis (100%, N=12). In terms of the location of interaction, Expatriates largely interacted with Emiratis at Work (17.8%, N=65), through having Emirati friends (12.9%, N=46), and Shopping Malls (11.8%, N=44). Emiratis largely interacted with Expatriates at Work,

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

(17.6%, N=12), through having Expatriate friends (14.7%, N=10), and at Shopping Malls or Restaurants (10.3%, N=7).

Table 6-5:
Expatriate Demographic Descriptive Statistics

Variable	Number	Valid Percentage
<i>Born outside Passport-country</i>		
Total Responses	164	
Yes	27	16.5
No	137	83.5
Missing Values	276	
<i>Arabic Fluency</i>		
Total Responses	165	
Fluent	32	19.4
Intermediate	12	7.3
Basic	56	33.9
None	65	39.4
Missing Values	274	
<i>English Fluency</i>		
Total Responses	165	
Fluent	156	94.5
Intermediate	6	3.6
Basic	2	1.2
None	1	0.6
Missing Values	274	
<i>Reason for moving to the UAE</i>		
Total Responses	149	
Company sent	23	15.4
Chose	105	70.5
Family moved	21	14.1
Born in the UAE	0	0
Missing Values	273	
<i>Adjusted to Dubai</i>		
Total Responses	120	
Yes	117	97.5
No	3	2.5
Missing Values	319	

Table 6-5 continued:
Expatriate Demographic Descriptive Statistics

Variable	Number	Valid Percentage
<i>Frequency of Expatriate (National) Interactions</i>		
Total Responses	160	
Daily	73 (12)	53.1 (100)
Once a week	25	15.6
Two to Three times a week	22	13.8
Once a month	23	14.4
Never	5	3.1
Missing Values	279	
<i>Expatriate (National) Interactions Locations</i>		
Shopping Malls	44 (7)	11.8 (10.3)
Staying in hotels	14 (6)	4.6 (8.8)
Eating in hotels	7 (6)	3.0 (8.8)
Restaurants	16 (7)	5.3 (10.3)
Work	65 (12)	17.8 (17.6)
Sell products to Expatriate/National	30 (3)	7.6 (4.4)
Government	76 (2)	18.0 (2.9)
Entertainment Facilities	17 (4)	4.9 (5.9)
Cultural Events	25 (4)	6.7 (5.9)
Events	12 (5)	3.9 (7.4)
Expatriate/National Friends	46 (10)	12.9 (14.7)
Others	13 (2)	3.5 (2.9)

6.2.4. Communication Demographics

The final component of the questionnaire explored participants' communication habits in relation to Symbolic Communication Theory (SCT) (Bormann, 1972) and homophily – the preference for communicating with similar individuals (McPherson et al., 2001) (see chapter 2.8), as shown in Table 6-6. Homophily traits returned results indicating low agreement ($M=2.55$, $SD=0.892$), suggesting that individuals did not feel the need to communicate with individuals similar to themselves. This is an important and somewhat counter-intuitive, observation, which may be partly explained by the large number of different nationalities in Dubai, with individuals becoming accustomed to interacting with people from different backgrounds. Out of the variables related to improved memory of discussed topics, 'Interesting topics' returned the most agreeable response ($M=3.41$, $SD=0.947$; "Neutral"), with the most disagreed being 'Repeated topics' ($M=2.32$, $SD=0.880$; "Agree"). Variables relating to what people would repeat

provided more agreeable responses, with 'Interesting topics' being repeated more (M=3.81, SD=0.734; "Neutral-Agree"), followed by 'Relevant topics' (M=3.78, SD=0.696; "Neutral-Agree"). In terms of support for the rhetorical visions (Ninov, 2005), Pragmatic visions provided the greatest agreement (M=3.73, SD=0.719; "Neutral-Agree"), followed by Moral (M=3.63, SD=0.827; "Neutral"), and finally Social (M=3.59, SD=0.744; "Neutral"). Overall, the communication factors questioned did not return strong degrees of agreement, especially in relation to other constructs within the study. This suggests that individuals did not believe that these factors influenced their willingness to communicate with one another, potentially implying the presence of alternative factors that would prove more important when wishing to communicate, such as interesting topics.

Table 6-6:
Communication Descriptive Statistics

Variable Communication	Mean	Standard Deviation
Talk – Interesting	3.81	0.734
Talk – Relevant	3.78	0.696
Talk – Pragmatic	3.73	0.719
Talk – Moral	3.63	0.827
Talk – Social	3.59	0.744
Talk – Funny	3.57	0.751
Remember – Interesting	3.40	0.947
Talk – Same Language	3.19	1.125
Talk – Repeated	3.11	0.876
Remember – Relevant	2.88	1.039
Remember – Funny	2.68	0.988
Homophily – Communicate with Similar Individuals	2.55	0.892
Remember – Repeated	2.32	0.88

6.2.5. Personality Demographics

As a component of the analysis of factors influencing expatriate adjustment, Emirati and expatriate participants' personality traits were recorded according to the Big Five (Huang et al., 2005). Based on the means of participants' responses from Table 6-7, it would appear that the participants identified better with the traits of Extroversion (M=3.74, SD=0.858; "Neutral-Agree"), Openness to Experience (M=3.57, SD=0.744; "Neutral-Agree"), Conscientiousness (M=4.12, SD=0.772; "Agree"), Agreeableness (M=3.72, SD=0.805; "Neutral-Agree"), and low Neuroticism (M=3.66, SD=0.837; "Neutral-Agree"). The variables with the lowest support included Introversion (M=2.69,

M=1.01; “Disagree-Neutral”), and Neuroticism (M=2.25, SD=0.872; “Neutral”) both of which also reported high standard deviations, especially in the case of Introversion.

Table 6-7:
Personality Descriptive Statistics

Variable Personality	Mean	Standard Deviation
Conscientiousness – Organised & Work hard	4.12	0.772
Extroversion – Talkative & Outgoing	3.74	0.858
Agreeableness - Acceptance	3.72	0.805
Neuroticism (negative) - Confident	3.66	0.837
Open to Experience - Like New	3.57	0.744
Conscientiousness (negative) – Easy-going	3.56	0.948
Open to Experience (negative) - Like Familiar	3.26	0.887
Introversion – Reserved	2.69	1.008
Neuroticism – Nervous	2.25	0.872

With the composition of the sample understood, attention is turned to understanding the relationships between the data and the applicability of the model (Figure 6-2). In order to begin this, Exploratory Factor Analysis (EFA) was conducted to provide more succinct groups to ease the analysis process. Once EFA was conducted, Multiple Regression, Correlations, and the hypothesis were tested according to their respective objectives.

6.3. Statistical Model

Based on a thorough examination results of the extant literature, as depicted in Figure 2-3, and the results of the first stage interviews, Figure 2-3 was revised accordingly, as can be seen in the following Figure 6-2.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

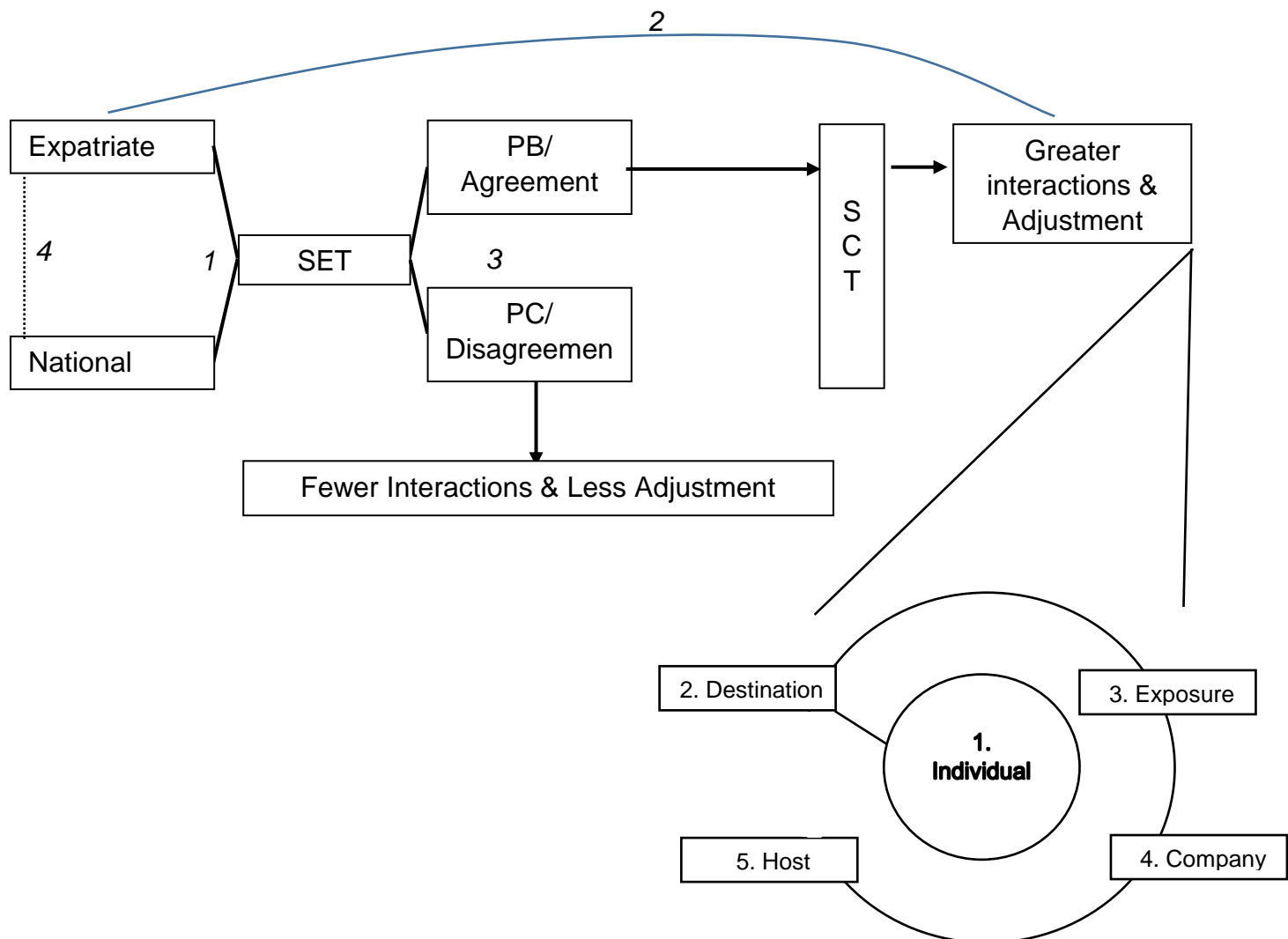


Figure 6-2: Tourism in Expatriate-National Adjustment Relationships

As with Figure 2-3, Figure 6-2 depicts the assumption that expatriates and nationals will be drawn into interacting with one another through tourism. Their perceptions of tourism (as a result of SET) will either result in perceived benefits (PB) or perceived costs (PC). If greater costs of tourism are perceived, and/or expatriates and national disagree about tourism impacts, the disagreements could act as a divide between the two or scapegoat the expatriate for tourism's issues, resulting in fewer interactions between expatriates and nationals. Conversely, if greater benefits of tourism are

perceived or expatriates and nationals agree, greater adjustment will result. The model further expects that, through SCT, topics of interest will be further discussed, strengthening the bond between expatriates and nationals, while also appealing to a wider audience, thereby facilitating greater interaction and adjustment. The results of the first stage interviews, as demonstrated in EMA (Expatriate Model of Adjustment) then offers insight into the five Arenas expatriates and nationals consider to be important to help with adjustment. Notably, tourism was seen to have the greatest impact on the Exposure Arena, where several tourism-related facilities were described as providing the necessary exposure for both expatriates and nationals. The numbering of EMA indicates the arena's level of importance, as calculated from the mean of the arena's rank as selected by participants, shown in Table 6-28. Hence, the Individual Arena ($M=1.72$, $SD=1.1$) was seen as the most important, followed by the Destination ($M=2.84$, $SD=1.37$), Exposure ($M=3.14$, $SD=1.05$), Company ($M=3.34$, $SD=1.52$), and Host Arenas ($M=3.49$, $SD=1.29$), respectively. The means here reflect the average importance score given to the arena by participants. The connectivity between the five Arenas in the figure reflect the interconnected nature of the arenas in influencing one another. Furthermore, the flow of the image - that is, moving from the Individual to the Destination and on to Exposure - reflects the perceived importance assigned by participants.

The model also demonstrates the areas of analysis that will be performed with the aim of testing the above relationship, according to the objectives, numbered 1-4 in the above model.

1. Objective I: To develop a conceptual framework for analysing expatriates' and nationals' support for tourism.
2. Objective II: To review and analyse the literature on expatriates' and nationals' adjustment to each other.
3. Objective III: To analyse the influence of tourism on expatriates' and nationals' adjustment to one another in the UAE.
4. Objective IV: To analyse the current relationship and degree of attachment between expatriates and nationals in the UAE.
- 5.

The impact of the EMA Arenas has been directly asked in the questionnaire, therefore explaining which Arenas Expatriates and Nationals believe more effective in facilitating and explaining adjustment.

In order to facilitate analysis of the model, Exploratory Factor Analysis was conducted to arrive at more succinct variables to explain Tourism Opinions, Tourism Impacts, Adjustment, and Communication. These new factors then allowed Multiple Regression to be run to provide insight into the predictive influence of these factors, following the model in Figure 6-2. The additional analysis through the 16 hypotheses have been designed to supplement the model by measuring the impact of various areas of disagreement in the literature and controlling for demographic influences. That is, measuring any potential impact of demographic characteristics which could modify the model.

6.4. Factor Analysis

EFA was performed on the constructs Tourism Opinions (TO), Tourism Impacts (TI), Adjustment (ADJ), Adjustment Improvement (ADJI), Communication (COMM) and Attachment (ATT) so as to provide a more succinct explanation and analysis of the listed constructs and provide a set of highly correlated variables while controlling for more redundant ones (Briggs & Cheek, 1986). Following the recommendations of Pallant (2007, Chapter 15), the number of factors was determined through the use of the factor's eigenvalues, percentage of variance explained, a scree plot, Oblimin rotation, and Horn's Parallel Analysis. Oblimin rotation was utilised due to Pallant's (2007, Chapter 15) recommendation regarding the item coefficient, that is, since many of the coefficients were below 0.3, a similar result between Varimax and Oblimin rotation would be expected. However, the presence of some coefficients greater than 0.3 suggested that Oblimin rotation would be more appropriate to report on a consistent basis (Pallant, 2007, Chapter 15). Oblimin rotation also allowed for more flexibility in terms of correlations between factors (Tabachnick & Fidell, 2013, p. 644). Horn's Parallel Analysis provided an additional method of determining the appropriate number of components by comparing the size of the eigenvalues with those randomly derived from a similar sized sample (Pallant, 2007, Chapter 15). In cases where a different number of variables were recommended by different analyses, the majority recommendation was followed. For example, if the scree plot recommended 4 factors, but the eigenvalues and Parallel Analysis recommended 3, then 3 factors were selected, as was the case with Tourism Impacts. The analysis of each EFA concludes with the new factor's mean and standard deviation, calculated by collapsing relevant variables into single factors. The mean and standard deviation reflect the degree of

agreement participants reflected with each factor, where 1 was 'Strongly Disagree' and 5 was 'Strongly Agree'. Additionally, the reliability of each new factor was tested through Cronbach alpha to help determine how well the variables connected (Faulkner & Tideswell, 1997).

6.4.1. Factor Analysis – Tourism Impacts

EFA was conducted on two constructs concerning Tourism; Tourism Impacts and Tourism Opinions. The results provide a smaller number of clear and related factors which would later allow Social Exchange Theory (SET) to be estimated by relating Tourism Impacts to Tourism Opinions.

Factor Analysis for the 12 items measuring participants' perception of Tourism's Impacts (TI) on Dubai were found suitable, with 4 items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.795 and a Barlett's Test of Sphericity significance of .000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 4 factors with eigenvalues over 1, explaining 32.0%, 25.1%, 9.9%, and 8.4% of the variance, respectively as show in Table 6-8.

*Table 6-8:
Tourism Impacts Initial Eigenvalues for 4 factors*

Component	Initial Eigenvalue		
	Total	% of Variance	Cumulative %
1	3.381	32.009	32.009
2	3.013	25.112	57.121
3	1.184	9.870	66.991
4	1.009	8.405	75.395

The Scree Plot (Figure 6-3) showed a break after the third component, hence 3 factors were retained. The results of Parallel Analysis also supported the use of 3 factors, with only 3 factors exceeding the corresponding criterion values for a randomly generated data set with the same sample size (12 variables X 265) (Pallant, 2007). The three-component solution explained 67% of the variance, with Factor 1 contributing 32%, Factor 2 contributing 25.1%, and Factor 3 contributing 9.9% of the variance (see Table 6-8). Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred to the Living Costs due to Tourism in terms of Food Cost, Housing Costs, and Traffic. Factor 2 referred to the Social Benefits resulting from Tourism, including Recreation Activities, Cultural Attractions, Economic Benefits,

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Opportunities to meet Cultures, and improvements in Public Services. Factor 3 referred to the Social and Environmental Costs of Tourism including Noise, Environmental Pollution, increased Crime, and increased Crowds.

The complete loadings for these three factors have been provided in Table 6-9, with the Scree Plot in Figure 6-3.

*Table 6-9:
Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Tourism Impacts*

Variable	Pattern Coefficient			Structure Coefficient		
	Factor 1	Factor 2	Factor 3	Factor 1	Factor 2	Factor 3
Increased Food Cost	.922	-.004	-.043	.910	.132	.217
Increased Housing Cost	.887	.108	-.076	.882	.240	.169
Increased Traffic	.689	-.009	.322	.779	.079	.516
Increased Crowds	.464	-.036	.549	.613	.011	.681
Increased Public Services	.093	.688	-.134	.156	.707	-.133
Increased Cultural Attractions	.070	.817	.025	.196	.827	.014
Increased Opportunity to Meet Cultures	.048	.793	-.045	.151	.802	-.061
Increased Recreation Activities	-.072	.819	.069	.066	.806	.018
Increased Economic	-.093	.804	.089	.050	.787	.033
Increased Environmental Pollution	.221	.011	.798	.447	.013	.860
Increased Noise	.199	-.022	.801	.421	-.023	.857
Increased Crime Rate	-.200	.016	.622	-.023	-.036	.565

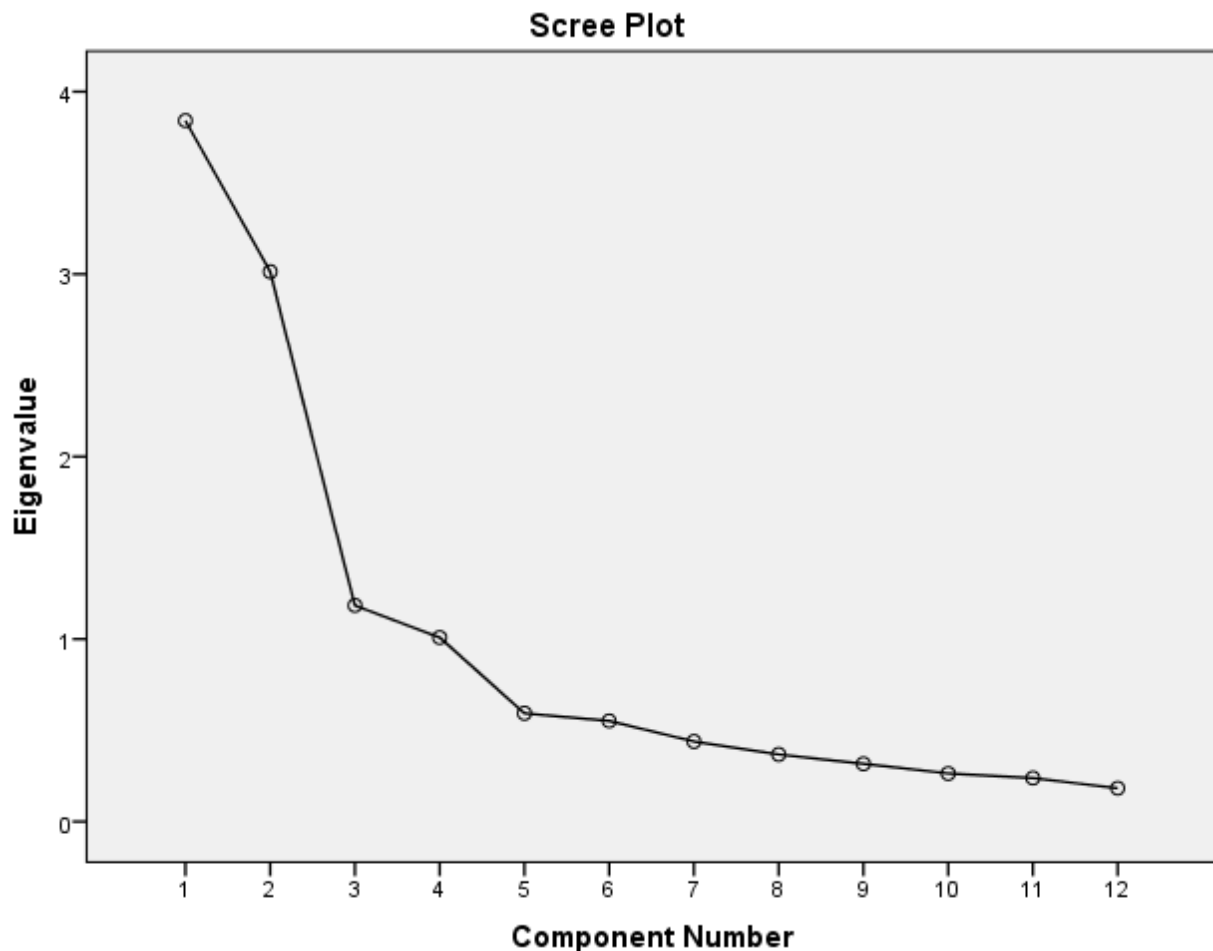


Figure 6-3:
Scree Plot of EFA for Tourism Impacts

The Scree Plot in Figure 6-3 demonstrates a break after three or four factors, suggesting a three or four factor solution (Pallant, 2007). However, since the Parallel Analysis and Oblimin rotation both suggested a three factor solution, this was preferred over the four factor. When the variables were reviewed, given their respective loadings, the three factor solution was more, qualitatively, appropriate.

The respective variables were therefore collapsed to create 3 factors which were then utilised for later analysis. The new factors' means and standard deviations have been provided in Table 6-10, along with their respective reliability scores.

Table 6-10:
Tourism Impact Factors Mean and Standard Deviation

Factor Tourism Impacts	Mean	Standard Deviation	Reliability
TI - Living Costs	3.78	.878	.847
TI - Social Benefits	4.07	.589	.837
TI - Social Environmental Costs	3.41	.741	.718

6.4.2. Factor Analysis – Tourism Opinions

Factor Analysis for the 16 items measuring participants' Tourism Opinions (TO) of Dubai were found suitable, with 12 items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.900 and a Barlett's Test of Sphericity significance of .000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 3 factors with eigenvalues over 1, explaining 47.5%, 13.0%, and 7.1% of the variance, respectively, as reflected in Table 6-11.

Table 6-11:
Tourism Opinions Initial Eigenvalues for 4 factors

Component	Initial Eigenvalue		
	Total	% of Variance	Cumulative %
1	7.571	47.320	47.320
2	2.096	13.102	60.422
3	1.154	7.212	67.635
4	.929	5.809	73.443

The Scree Plot showed a break after the third component, hence 3 factors were retained. The results of Parallel Analysis also supported the use of 3 factors, with only 3 factors exceeding the corresponding criterion values for a randomly generated data set with the same sample size (16 variables X 265) (Pallant, 2007). The three-component solution explained 67.6% of the variance, with Factor 1 contributing 47.5%, Factor 2 contributing 13.1%, and Factor 3 contributing 7.1% of the variance (see Table 6-11). Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred to the Satisfaction with Business-orientated Activities, including the Like of Tourism, Growth, Economic Development, Dubai's Image because of Tourism, and the desire to see more tourism Jobs, Tourism, and Tourism Growth. Factor 2 referred to Dissatisfaction with Tourism in terms of Costs, Tourist Behaviour, and Traffic. Factor 3 referred to Satisfaction with Understanding, which included the opportunity to Show one's Culture, Understand other's Culture, and a desire to see more Tourists from Cultures different to the UAE.

The complete loadings for these three factors have been provided in Table 6-12, with the Scree plot in Figure 6-4.

Table 6-12:
Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Tourism Opinions

Variable	Pattern Coefficient			Structure Coefficient		
	Factor 1	Factor 2	Factor 3	Factor 1	Factor 2	Factor 3
Like Tourism Development	.923	.031	.126	.844	-.212	-.387
Like Tourism – Economic Growth	.866	.012	.036	.842	-.226	-.447
Like Tourism	.862	-.026	.102	.812	-.255	-.384
Like Tourism – Dubai's Image	.813	.011	.036	.790	-.212	-.419
Like Tourism – Tourism Growth	.811	-.068	.008	.826	-.294	-.455
See More – Tourism Growth	.737	-.081	-.119	.826	-.303	-.542
See More – Tourism	.652	-.133	-.195	.798	-.339	-.576
Like Tourism – Attractions	.621	-.024	-.204	.742	-.223	-.554
See More – Jobs	.582	.154	-.252	.680	-.041	-.559
Like Tourism – Multicultural	.479	-.052	-.371	.701	-.232	-.646
Dislike Tourism – Tourist Behaviour	.035	.868	.109	-.269	.872	.197
Dislike Tourism – Cost of Living	-.012	.849	-.062	-.215	.845	.050
Dislike Tourism – Traffic	-.043	.889	-.042	-.269	.896	.093
See More – Different Culture of Tourists	.189	-.060	-.549	.513	-.181	-.662
Like Tourism – Understand Culture	.030	.049	-.876	.507	-.068	-.886
Like Tourism – Show Culture	-.067	-.033	-.918	.456	-.129	-.885

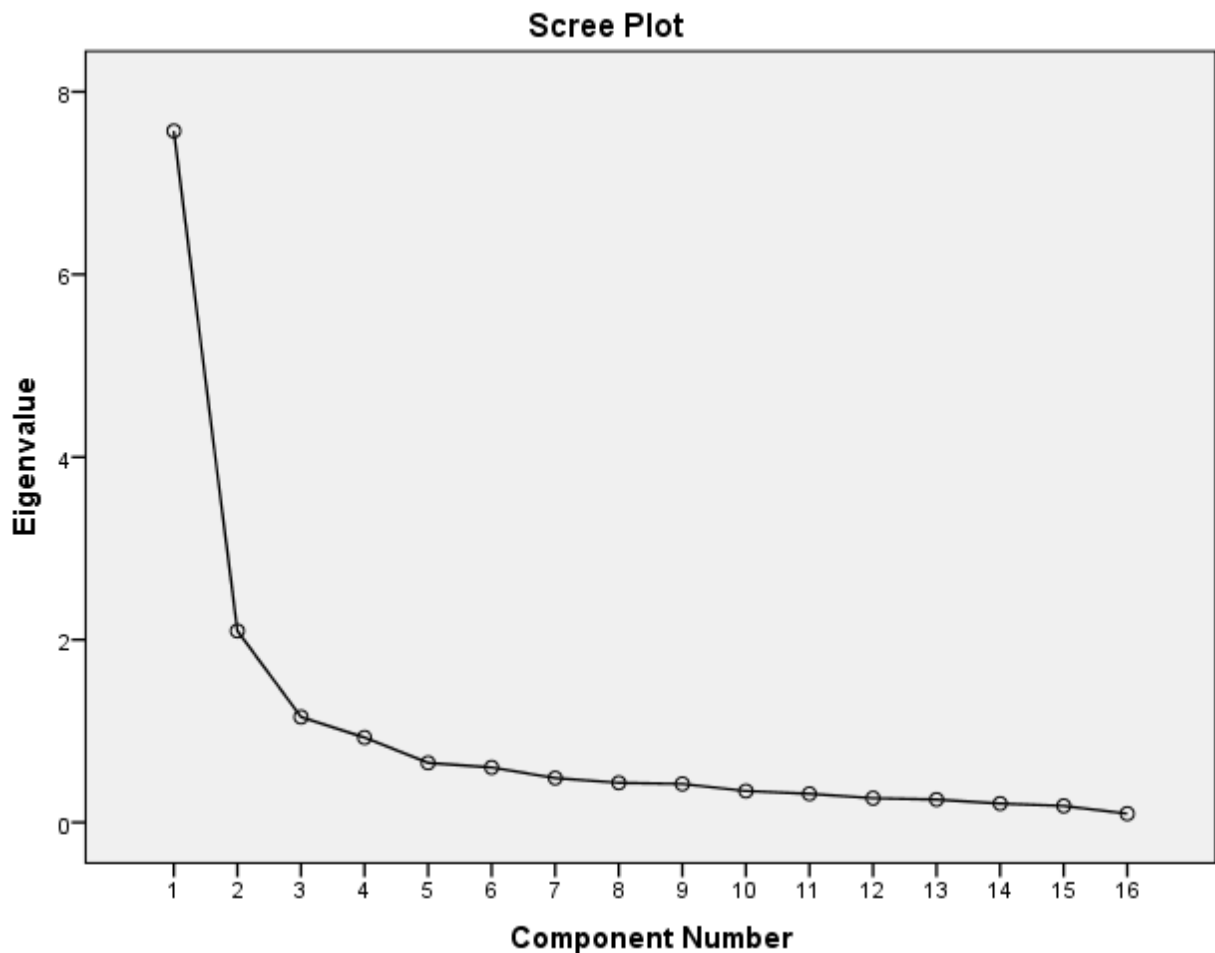


Figure 6-4:
Scree Plot of EFA for Tourism Opinions

The Scree plot in Figure 6-4 demonstrates a break after three factors, suggesting a three factor solution (Pallant, 2007). This was supported by the Parallel Analysis and Oblimin rotation.

The respective variables were therefore collapsed to create 3 factors which were then utilised for later analysis. The new factors' means, standard deviations, and reliability scores – through Cronbach's alpha – have been provided in Table 6-13.

Table 6-13:
Tourism Opinion Factors Mean and Standard Deviation

Factor Tourism Opinions	Mean	Standard Deviation	Reliability
TO - Satisfaction – Business	4.02	.633	.927
TO - Dissatisfaction	2.91	.930	.843
TO - Satisfaction – Understand	3.44	.837	.782

6.4.3. Factor Analysis – Adjustment

Factor Analysis for the 15 items measuring participants' methods of Adjustment to Dubai (ADJ) were found suitable, with a number of items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.773 and a Barlett's Test of Sphericity significance of .000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 4 factors with eigenvalues over 1, explaining 27.9%, 14.6%, 10.2%, and 7.0% of the variance, respectively as reflected in Table 6-14.

Table 6-14:
Adjustment Initial Eigenvalues for 4 factors

Component	Initial Eigenvalue		
	Total	% of Variance	Cumulative %
1	4.177	27.850	27.850
2	2.183	14.554	42.404
3	1.529	10.194	52.598
4	1.051	7.004	59.602

The Scree Plot showed a break after the fourth component. The results of Parallel Analysis, however, recommended the use of three factors, with only three factors exceeding the corresponding criterion values for a randomly generated data set with the same sample size (15 variables X 265) (Pallant, 2007). Since the Oblimin rotation and Parallel analysis supported three factors, yet the eigenvalues and scree plot suggested 4, the loadings of the variables were considered from a qualitative perspective – that is, do the variables being loaded under Factor 1 make sense. Hence, a three-component solution was selected, providing the most logical loading of

variables. The three-component solution explained 52.6% of the variance, with Factor 1 contributing 27.9%, Factor 2 contributing 14.6%, and Factor 3 contributing 10.2% of the variance. Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred to the Adjustment Comforts in terms of the Similarity of the Culture, the useful Facilities, the Similar nature of Dubai to home, Family's Adjustment, Dubai's Clear Rules, the lack of a Language Barrier, and Respect between Emiratis and Expatriates. Factor 2 referred to Adjustment due to Personal factors including individuals being Open-minded, Adaptable, having International Experience, and Interest in the local Culture. Factor 3 referred to Adjustment due to Tourism, including Tourism providing the opportunity for Expatriates and Nationals to learn about each other, Meet, and having Expatriate or National friends.

The complete loadings for these three factors have been provided in Table 6-15, with the Scree Plot in Figure 6-5.

*Table 6-15:
Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Adjustment*

Variable	Pattern Coefficient			Structure Coefficient		
	Factor 1	Factor 2	Factor 3	Factor 1	Factor 2	Factor 3
Similar Culture	.791	-.146	-.083	.785	.012	-.295
Dubai's Facilities	.685	.010	-.049	.701	.146	-.238
Similar environment	.666	-.167	-.107	.663	-.032	-.284
Family Adjusted	.585	.139	.144	.572	.248	-.022
Clear Rules	.484	-.065	-.407	.583	.046	-.537
Lack of Language Barrier	.469	.132	.150	.453	.218	.016
Expatriate/Emirati Respect	.406	.102	-.396	.535	.197	-.512
International Experience	.258	.637	.312	.296	.675	.216
Interested in Culture	-.021	.549	-.478	.218	.564	-.494
Adaptable	-.035	.865	-.071	.154	.860	-.097
Open-minded	-.126	.875	-.067	.064	.852	-.067
Expatriate/Emirati Friends	.246	.232	-.398	.401	.296	-.475
Tourism Meeting Opportunities	.043	-.016	-.869	.279	.028	-.880
Tourism Learn about each other	-.060	.007	-.864	.179	.030	-.847
Company help	.367	-.055	-.292	.437	.029	-.391

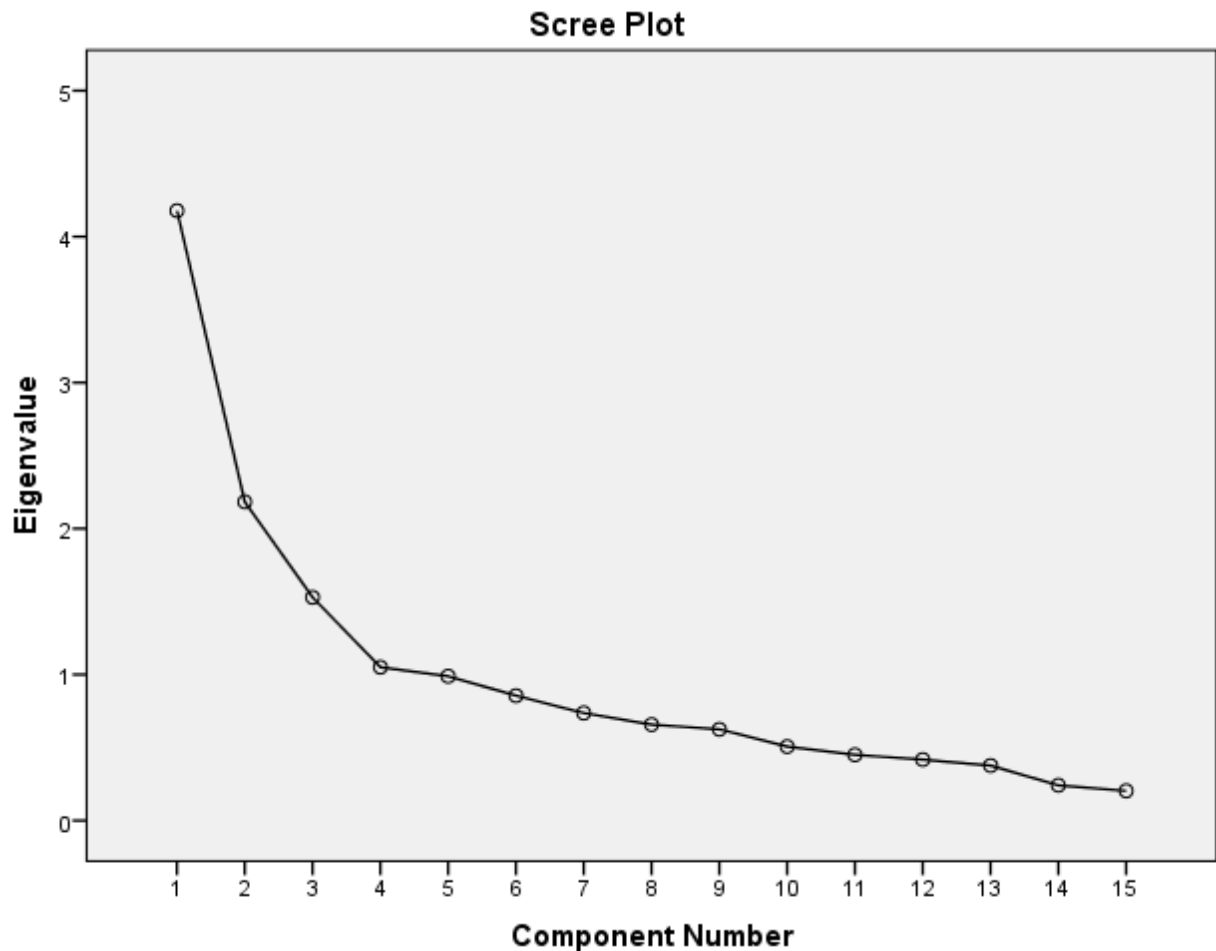


Figure 6-5:
Scree Plot of EFA for Adjustment

The Scree Plot in Figure 6-5 demonstrates a break after four factors, suggesting a four factor solution (Pallant, 2007), which was not supported by the Parallel Analysis and Oblimin rotation, both of which recommended a three factor solution. A closer examination of the variables being loaded on the recommended factors suggested that a three factor solution would be more appropriate.

The respective variables were therefore collapsed to create 3 factors which were then utilised for later analysis. The new factors' means and standard deviations have been provided in Table 6-16, along with the reliability scores.

Table 6-16:
Adjustment Factors Mean and Standard Deviation

Factor Adjustment	Mean	Standard Deviation	Reliability
ADJ – Comfort	3.12	.541	.751
ADJ – Personal	4.14	.555	.710
ADJ – Tourism	2.93	.910	.708

6.4.4. Factor Analysis – Communication

Factor Analysis for the 13 items measuring participants' communication style (COMM) were found suitable, with a number of items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.806 and a Barlett's Test of Sphericity significance of .000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 3 factors with eigenvalues over 1, explaining 32.8%, 16.5%, and 8.1% of the variance, respectively, reflected in Table 6-17.

*Table 6-17:
Communication Initial Eigenvalues for 4 factors*

Component	Initial Eigenvalue		
	Total	% of Variance	Cumulative %
1	4.260	32.769	32.769
2	2.139	16.453	49.221
3	1.052	8.092	57.314
4	.979	7.529	64.842

The Scree Plot showed a break after the second component. The results of Parallel Analysis supported the use of 3 factors, with only 3 factors exceeding the corresponding criterion values for a randomly generated data set with the same sample size (13 variables X 265) (Pallant, 2007), hence a 3 factor solution was retained. The three-component solution explained 57.3% of the variance, with Factor 1 contributing 32.8%, Factor 2 contributing 16.5%, and Factor 3 contributing 8.1% of the variance. Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred to the Rhetorical Visions, including Communicating about righteous, practical, and cultural topics, and relevant topics. Factor 2 referred to the Topics of Communication, including Communicating with Similar people, Communicating about Interesting topics, Repeated topics, Relevant topics, and funny topics. Factor 3 referred to the Repetition of topics, including Repetition of Interesting, Repeated, and Funny topics, and Topics in the same Language.

The complete loadings for these three factors have been provided in Table 6-18, with the Scree Plot in Figure 6-6.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-18:
Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Communication

Variable	Pattern Coefficient			Structure Coefficient		
	Factor 1	Factor 2	Factor 3	Factor 1	Factor 2	Factor 3
Communicate – Practical	.836	-.043	.037	.842	.085	.284
Communicate – Righteous	.804	.088	-.134	.774	.156	.147
Communicate – Cultural	.633	-.041	.218	.695	.118	.402
Repeat – Relevant	.516	.047	.378	.641	.242	.554
Communicate – Interesting	.222	.635	.039	.322	.679	.317
Communicate – Relevant	.130	.847	-.078	.223	.839	.241
Communicate – Funny	.010	.814	.005	.124	.817	.275
Communicate – Repeated	-.072	.791	-.039	.025	.769	.198
Communication – Similar individuals	-.289	.593	.156	-.159	.604	.260
Repeat – Interesting	.339	.144	.512	.518	.359	.665
Repeat – Funny	.178	-.006	.616	.369	.220	.669
Repeat – Repeated	.122	.180	.539	.315	.374	.636
Repeat – Same Language	-.183	-.043	.831	.070	.204	.760

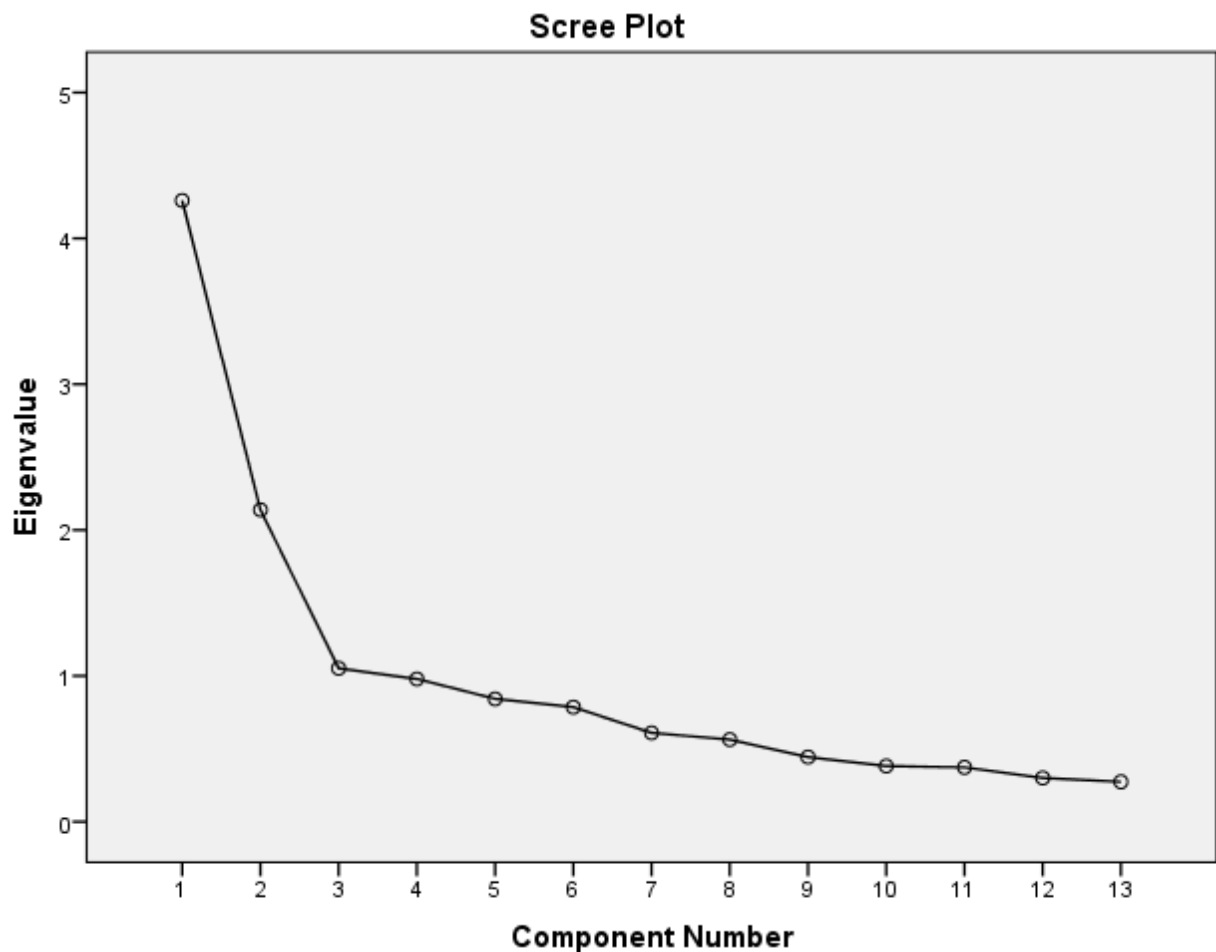


Figure 6-6:
Scree Plot of EFA for Communication

The Scree Plot in Figure 6-6 demonstrates a break after three factors, along with the Parallel Analysis and Oblimin rotation suggesting a three factor solution (Pallant, 2007).

The respective variables were therefore collapsed to create 3 factors which were then utilised for later analysis. The new factors' means, standard deviations, and reliability scores – through Cronbach's alpha – have been provided in Table 6-19.

*Table 6-19:
Communication Factors Mean and Standard Deviation*

Factor Communication	Mean	Standard Deviation	Reliability
COMM - Rhetorical Visions	3.69	.567	.761
COMM - Topics of Communication	2.77	.711	.802
COMM - Repetition of Topics	3.46	.573	.651

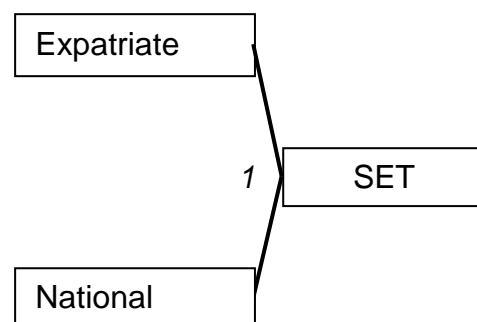
6.4.5. Factor Analysis – Attachment

Factor analysis was conducted on the construct Attachment. While factor analysis was possible, all variables loaded on to one factor, suggesting that all variables were suitably correlated and further segregation was not possible.

Once the new factors had been established, it was then possible to perform analysis on these factors, in accordance to the relative research objectives. Analysis was therefore conducted on the relevant factors and variables pertaining to the objective. Initially, the respective objective will be introduced and linked to the model in Figure 6-2. The relevant descriptive statistics are then presented, followed by the Model analysis using Multiple Regression. Each objective concludes with the respective hypotheses tested and explained.

6.5. Expatriates and Emiratis with Tourism: Objective I

The section of the chapter analyses data pertinent to the first objective; expatriates' and Emiratis' support for tourism. Initially, the relevant descriptive statistics are discussed, before moving on to multiple regression to analyse the predictive nature of the model in Figure 6-2. Finally, the relevant hypotheses (H1_a-H1_d, see Table 6-1) are analysed and discussed. This section is reflected in section 1 of the model in Figure 6-2 and shown below in Figure 6-7.



*Figure 6-7:
Objective 1 Model section*

6.5.1. Tourism Descriptive Statistics

The following tourism descriptive statistics in Table 6-20 consider the constructs of Tourism Impacts, Tourism Opinions, and the ranking of the most important tourism impacts from the questionnaire (see Appendix G).

Table 6-20:
Tourism Descriptive Statistics

Variable Tourism Impacts	Mean	Standard Deviation
Standard of Economy	4.08	.677
Availability of Recreation Activities	4.30	.643
Opportunities to meet different cultures	4.00	.853
Number of Cultural Activities	4.04	.775
Quality of Public Services	3.91	.875
Level of Crime	2.98	1.024
Level of Noise	3.36	.983
Environmental Pollution	3.39	.966
Size of Crowds	3.87	.905
Level of Traffic	3.86	.984
Cost of Housing	3.64	1.094
Cost of Living	3.84	.976
Variable Tourism Opinions	Mean	Standard Deviation
Like - Tourism	4.06	.699
Like - Tourism Growth	4.02	.744
Like - Impact on Economy	4.08	.754
Like - Tourism Development	4.15	.708
Like - Image of Dubai because of Tourism	4.15	.815
Like - Dubai's multinational nature because of Tourism	4.15	.681
Support - Show Culture	3.23	1.073
Like – Understand Culture	3.25	1.092
Like – Attractions	4.03	.737
See more jobs	3.85	.830
See more tourists	3.76	1.022
See more Tourism Growth	3.89	.958
See Tourists from Different Culture	3.84	.836
Dislike – Cost of Living	2.98	1.093
Dislike – Tourists' behaviour	2.70	.992
Dislike – Increased Traffic	3.07	1.116
Tourism Impacts Importance Ranking	Mean	Standard Deviation
Economic	1.58 (1)	.880
Living Standards	2.30 (2)	1.104
Environment	2.90 (4)	.995
Social	2.81 (3)	.958

Considering the Tourism Impacts that participants perceived, participants generally agreed with most of the positive variables offered (Standard of economy, recreation activities, opportunities to meet others, and number of cultural activities), with answers often falling around 'Agree'. The more negative aspects, however, attracted less agreeable answers and greater standard deviations, suggesting less agreement with the statements and relatively diverging opinions among the participants. This was particularly noticeable with the 'Level of Crime' ($M=2.98$, $SD=1.02$).

A similar pattern was evident with Tourism Opinions, with many of the options offering positive opinions of tourism returned results suggesting participants 'Agree', with generally low standard deviations. However, variables concerning support for greater tourism, tourism jobs, and growth returned more 'Neutral' results with, generally, greater standard deviations. Variables relating to dislike of tourism reported much lower levels of agreement, with participants stated that they 'Disagreed'. Standard deviations, were, again, generally higher in this case. The only exception in this scenario was in relation to the disliking tourism because of the 'Increased Traffic' which returned more 'Neutral' answers, yet with a high standard deviation ($M=3.07$, $SD=1.12$). Greater disparity of opinions also arose when participants were asked about their opinion of tourism's impact on culture (Show culture and Understand culture), and desire to see more tourists. Results here suggest that participants selected "Disagree" to "Agree" options.

When asked to rank the category of factors according to their importance, Economic factors came first ($M=1.58$, $SD=0.88$), followed by Living Standards ($M=2.30$, $SD=1.10$), Social ($M=2.81$, $SD=0.995$), and Environment ($M=2.90$, $SD=0.958$). This suggests that participants would give more weight to Economic factors over all others when assessing the impacts of tourism on a destination. The standard deviations here would suggest that there was some slight disagreement among participants, with each factor possibly moving one position up or down. This was most apparent with the unusual addition of "Living Standards" (cost of living, quality of education, quality of shopping etc.).

6.5.2. Multiple Regression – Tourism Impacts and Tourism Opinions

The first component of the model in Figure 6-2 predicts the presence of Social Exchange Theory (SET) which suggests that Tourism Impacts (TI) relate to Tourism

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Opinions (TO) (Milman & Pizam, 1988; Pizam, 1978). Hence, standard multiple regression was conducted to measure the predictive power of TI on TO.

Three standard linear multiple regression tests were conducted to measure the impact of Tourism Impacts on TO Satisfaction-Business, TO Dissatisfaction, and TO Satisfaction-Understanding. The respective equations have been explained for each, following the base equation:

$$Y (\% \text{ variance explained}) = b_0 + b_1 * x_1 + b_2 * x_2 + b_3 * x_3 + \varepsilon$$

When TO Satisfaction – Business was computed with Tourism Impacts the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 23.7, suggesting an outlying result, and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (*B*) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and *R*, *R*², and adjusted *R*² after the entry of the three independent variables is shown in Table 6-21. The equation for this multiple regression read:

$$\text{TO Sat – Business (35.7\% variance explained)} = 1.890 + .003 * \text{TI Living Costs} + .634 * \text{TI Social Benefits} + -.135 * \text{TI Social Environ Cost} + .507$$

Table 6-21:
Standard Multiple Regression of Tourism Impacts on TO - Satisfaction Business

Factor	TO Sat - Business	TI Living Costs	TI Social Benefits	TI Social Environ Costs	<i>B</i>	β	sr^2
TI Living Costs	.028				.003	.004	.004
TI Social Benefits	.585	.187			.634**	.585**	.583**
TI Social Environ Costs	-.147	.554	.010		-.135*	-.155	-.158
				Intercept	1.890		
Means	4.01	3.80	4.06	3.14		<i>R</i> ²	.365**
Standard Deviations	.636	.871	.587	.727	Adjusted	<i>R</i> ²	.357**
						<i>R</i>	.604**

Note. * *p*<0.05, ***p*<0.01

Standard Multiple Regression assessed the impact of the three independent variables, Tourism Impacts – Living Costs, Tourism Impacts – Social Benefits, and Tourism Impacts – Social Environmental Costs, on the one dependent variable, Tourism

Opinions – Satisfaction Business. The model was statistically significant, explaining 35.7% of the variance (Adjusted $R^2=.357$) in TO Satisfaction Business ($F(3, 241) = 46.50, p=.000$). The standardised coefficient suggests that TI Social Benefits made the strongest unique, significant contribution to the model, controlling for TI Living Costs and TI Social Environmental Costs ($\beta=.585, p=.000$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that over a third of the variance in TO Satisfaction Business was predicted by Tourism Impacts, with Social Benefits providing the strongest contribution to the prediction.

When TO Dissatisfaction was computed with Tourism Impacts the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 23.7, suggesting an outlying result, and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R, R^2 , and adjusted R^2 after the entry of the three independent variables is shown in Table 6-22. The equation for this regression read:

$$\text{TO Dissatisfaction (13.2\% variance explained)} = 2.87 + 1.80 \cdot \text{TI Living Costs} + -.358 \cdot \text{TI Social Benefits} + .240 \cdot \text{TI Social Environ Costs} + .841$$

Table 6-22:
Standard Multiple Regression of Tourism Impacts on TO - Dissatisfaction

Factor	TO Dissatisfaction	TI Living Costs	TI Social Benefits	TI Social Environ Costs	B	β	sr^2
TI Living Costs	.237				1.80*	.173*	.150*
TI Social Benefits	-.199	.187			-.358**	-.233**	-.239**
TI Social Environ Costs	.288	.554	.010		.240**	.194**	.170**
				Intercept	2.87		
Means	2.91	3.80	4.06	3.41		R^2	.143**
Standard Deviations	.902	.871	.587	.727	Adjusted	R^2	.132**
						R	.378**

Note. * $p < 0.05$, ** $p < 0.01$

The second Standard Multiple Regression assessed the impact of the three independent variables, Tourism Impacts – Living Costs, Tourism Impacts – Social

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Benefits, and Tourism Impacts – Social Environmental Costs, on the one dependent variable, Tourism Opinions – Dissatisfaction. The model was statistically significant, explaining 13.2% of the variance (Adjusted $R^2=.132$) in TO Dissatisfaction ($F(3, 243) = 15.14, p=.000$). While this was a statistically significant prediction, it was weak, with less than a fifth of the variance being explained by the model. The standardised coefficient suggests that, again, TI Social Benefits made the strongest unique, significant contribution to the model, controlling for TI Living Costs and TI Social Environmental Costs ($\beta=-.233, p=.000$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that a very small portion of the variance in TO Dissatisfaction was predicted by Tourism Impacts, with Social Benefits providing the strongest contribution to this weak prediction. The weak relationship here could suggest that the listed variables forming the TO – Dissatisfaction factor – Tourist behaviour, Cost of Living, and Traffic – could be disliked themselves, but their connection to tourism is not apparent in the mind of participants. This is considered in more depth in the Conclusion chapter.

When TO Satisfaction - Understanding was computed with Tourism Impacts the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 23.7, suggesting an outlying result, and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in Table 6-23. This regression's equation predicted:

$$\text{TO Sat. Understand (25.9\% variance explained)} = .912 + .119 * \text{TI Living Costs} + .649 * \text{TI Social Benefits} + -.168 * \text{TI Social Environ Costs} + .686$$

Table 6-23:
Standard Multiple Regression of Tourism Impacts on TO - Satisfaction Understanding

Factor	TO Sat - Understand	TI Living Costs	TI Social Benefits	TI Social Environ Costs	B	β	sr ²
TI Living Costs	.135				.119*	.130*	.123*
TI Social Benefits	.501	.187			.649**	.478**	.479**
TI Social Environ Costs	-.077	.554	.010		-.168*	-.154*	-.147*
				Intercept	.912		
Means	3.43	3.80	4.06	3.41		R ²	.296**
Standard Deviations	.767	.871	.587	.727	Adjusted	R ²	.259**
						R	.518**

Note. * $p < 0.05$, ** $p < 0.01$

For the third and final component of the SET model, Standard Multiple Regression assessed the impact of the three independent variables, Tourism Impacts – Living Costs, Tourism Impacts – Social Benefits, and Tourism Impacts – Social Environmental Costs, on the one dependent variable, Tourism Opinions – Satisfaction Understanding. The model was statistically significant, explaining 25.9% of the variance (Adjusted $R^2 = .259$) in TO Satisfaction Understand ($F(3, 243) = 34.68, p = .000$). The standardised coefficient suggests that, again, TI Social Benefits made the strongest unique, significant contribution to the model, controlling for TI Living Costs and TI Social Environmental Costs ($\beta = .478, p = .000$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that a quarter of the variance in TO Satisfaction Understanding was predicted by Tourism Impacts, with Social Benefits providing the strongest contribution to this prediction.

Therefore, the SET model of Tourism Impacts (TI) being able to predict Tourism Opinions (TO) was partially effective, with the model explaining between 13.2% and 35.6% of the variance in TO. Of note, TI were largely positive factors which, when used to predict negative TO offered little predictive power, further suggesting the presence of positive SET in the model – positive impacts of tourism create positive opinions of tourism. Due to the relatively low variance explanations from the model, further analysis was conducted to measure the impact of demographic characteristics and adjustment methods on TO. Results suggested few demographic relationships, and several adjustment methods. However, these results generally did not explain the variance in TO any better than the multiple regression results. These relationships are explored more thoroughly in section 6.6.5 and in the following hypotheses (section 6.5.3). This points to a more complex relationship between TO than originally anticipated, where

multiple factors appear to contribute to varying degrees, to participants' opinions of tourism. The limited support for SET – the connection between TI and TO, could also be possible due to the empirical setting, where the application of theory developed in the West does not hold the same significance in other empirical contexts such as the Middle East (Olya & Gavilyan, 2016; Olya et al., 2017). In the Middle East, for example, decisions on governmental policy rarely involve the general populous, with decisions being made without local community involvement (Khomsy & Kadri, 2017). It is therefore possible that positive or negative perceptions of tourism do not correspond to support for tourism, as predicted by SET (Ap, 1992; Murphy, 1985; Pizam, 1978), since the individuals holding these perceptions feel that they have no say on further tourism development.

6.5.3. Hypothesis Testing

A total of nine hypotheses were created based on the extant literature, designed to measure areas of disagreement within the literature (see Table 6-1).

6.5.3.1. *H1_a: Expatriates and nationals differ in terms of Tourism Impacts, Tourism Opinions*

In order to measure the presence of any differences between Expatriates and Nationals in terms of the factors under consideration, as specified by point 1 in Figure 6-2, and predicted in Hypothesis 1_a, t-tests were conducted between participants' residence status and the relevant factors.

Out of the 6 factors tested, only 2 statistically significant differences were found, as demonstrated in Table 6-24.

Table 6-24:
T-test between Expatriates and Emiratis and test Factors

Variables/Factors	Equal Variance Sig.	Sig.	Mean Emiratis	Mean Expatriates
TI Economic	Assumed (.270)	.016	4.49	4.06
TO Like Growth	Assumed (.821)	.045	4.38	3.99
TO Like Tourism Development	Assumed (.753)	.014	4.56	4.11
TO Show Culture	Assumed (.844)	.000	4.31	3.16
TO Understand Culture	Assumed (.902)	.039	3.80	3.20
TO Attract	Assumed (.239)	.021	4.44	4.00
TO See Jobs	Assumed (.792)	.021	4.31	3.82
TI - Social Benefits	Assumed (.333)	.043*	4.36	4.05
TO - Satisfaction – Understand	Assumed (.533)	.012*	3.96	3.40

Note. Items in bold denote Factors over variables. * p<0.05, **p<0.01

Out of the 12 TI variables, only 1 variable demonstrated a significant difference between expatriates and Emiratis, TI Economic, wherein Emiratis ($M=4.49$, $SD=.722$) agreed more than expatriates ($M=4.06$, $SD=.669$) with the impacts of tourism on the economy ($t(262)=2.42$, $p=.016$). Out of the 16 TO variables, only 6 demonstrated significant differences between expatriates and Emiratis where, again, Emiratis agreed more than expatriates about with the listed tourism opinions. Of the TO variables, TO Show Culture demonstrated the biggest difference between expatriates ($M=3.16$, $SD=1.01$) and Emiratis ($M=4.31$, $SD=1.04$) with Emiratis, again, demonstrating greater agreement with the statement ($t(259)=4.32$, $p=.000$).

In all cases where significant differences were apparent between expatriates and Emiratis, Emiratis demonstrated greater agreement with the factor than their expatriate counterpart. In the case of TI Social Benefits, Emiratis ($M=4.36$, $SD=0.710$) agreed that tourism brought more benefits to the society than did expatriates ($M=4.05$, $SD=0.577$; $t(256)=2.03$, $p=0.043$). Both groups agreed that tourism provided benefits to the society, however, Emiratis demonstrated greater agreement. For TO Satisfaction Understand, Emiratis ($M=3.96$, $SD=1.01$) agreed more than expatriates ($M=3.40$, $SD=0.815$; $t(257)=5.52$, $p=0.012$) that tourism provided opportunities to gain understanding because of tourism. It is necessary to address the small sample size of Emirati participants which, while close to the actual proportions of the UAE, could explain the reason for these slight significant differences.

Overall, therefore, it would appear that, bar a small number of exceptions, statistically significant differences were not present between expatriates and Emiratis. Hypothesis 1_a is hence rejected.

6.5.3.2. *H1_b: Relationship between Time in the UAE and Perception of Tourism*

The second hypothesis explored the theorised relationship between time as a resident in the UAE and participants' perception of tourism. The results of the Pearson correlation are provided in Table 6-25.

Table 6-25:
Pearson Product Moment Correlation between Time and Perceptions of Tourism

Variables/Factors	Time in UAE
TO Costs	$r = -.176^*$
	$\text{Sig.} = .044$
	$N = 132$

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Results of the Pearson correlation suggest that only one statistically significant relationship was present between time and the variable of living costs related to tourism ($r = -.176$, $n = 132$, $p = .044$). This relationship implies that the longer an individual was resident in the UAE, the less they felt tourism increased the cost of living, an interesting result, given that much of the extant literature finds the opposite result (Korça, 1998). Such an occurrence is possible because long-term residents are likely to be more aware of a wider variety of establishments which are not affected by tourism which have, nevertheless, still experienced increased prices. Hence, the areas they visit are unlikely to increase in cost due to tourism.

While this relationship was present between time and TO Costs, no other statistically significant relationships were present between any of the 12 TI variables or 16 TO variables. Therefore, hypothesis 1_b was rejected (cf. Sheldon & Var, 1984; Yoon et al., 1999).

6.5.3.3. H1_c: Relationship between Cultural Distance and Tourism Impacts and Opinions

A common aspect of analysis in the expatriate literature, the cultural distance of visitors, had received limited consideration in the tourism literature. Hypothesis 1_c predicted the presence of a relationship between cultural distance and the perception of tourism. That is, the more similar or dissimilar the resident's culture to that of the UAE, the more impacts they would perceive. The Pearson correlation results are available in Table 6-26.

Table 6-26:
Pearson Product Moment Correlation between Cultural Distance and TI and TO

Variables/Factors		Cultural Distance
TI Public Services	r	-.234*
	Sig.	.013
	N	111
TO See more Tourism Jobs	r	-.282**
	Sig.	.002
	N	113
TO See more Tourism	r	-.228*
	Sig.	.015
	N	112
TO Dissatisfied with Tourist Behaviour	r	.231*
	Sig.	.014
	N	113
TO Sat. Business	r	-.244*
	Sig.	.011
	N	109

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

The results here again provide very few significant relationships, all of which, bar TO Dissatisfied with Tourist Behaviour, correlate negatively. This suggests that in these cases, the more similar the residents' culture to that of the UAE, the more they agreed with the statements. The strongest correlation was present between cultural distance and TO See more Tourism Jobs ($r=-.282$, $n=113$, $p=.002$) whereby the closer the individual's culture to the UAE's, according to calculations from Hofstede's research (Hofstede Centre, 2016), the more they wished to see more tourism jobs.

While these variables demonstrated significant relationships, most variables did not and hence hypothesis 1_c was rejected; the majority of cases demonstrated no significant relationship between cultural distance and TO and TI.

6.5.3.4. *H1_d: Difference between Employment in Tourism and Tourism Impacts and Opinions*

Hypothesis 1_d predicted the presence of statistically significance differences between participants' employment in tourism and their perceptions of TI and TO. It was proposed that those who were employed in tourism would perceive more positive impacts and hold more positive opinions of tourism. Table 6-27 presents the results of the ANOVA to test these differences.

Table 6-27:
ANOVA between Employment in Tourism and TI and TO

Variables/Factors	Equal Variance Sig.	Sig.	Mean – I am	Mean – Someone in Family	Mean – Both someone and I	Mean – Neither
TO Like Tourism	.688	.000**	4.35	4.15	4.00	3.78
TO Like Tourism Growth	.222	.002*	4.22	4.15	4.17	3.74
TO Attract	.059	.033*	4.24	4.08	3.83	3.80
TO See Tourism Jobs	.532	.000**	4.19	3.92	4.00	3.46
TO See Tourism	.326	.002*	4.03	3.92	3.50	3.29
TO See Tourism growth	.011	.002/.000†	4.19	4.00	4.17	3.48
TO See Different Tourists	.083	.013*	3.92	4.23	4.00	3.54
TI Meet Cultures	.639	.005*	4.24	4.00	4.50	3.72
TI Public Services	.980	.010*	4.05	4.08	3.83	3.54
TI Social Benefit	.513	.013*	4.23	4.08	4.17	3.90
TO Sat Business	.534	.000**	4.21	4.11	4.07	3.74

Note. Items in bold denote Factors over variables. * $p<0.05$, ** $p<0.01$. †Indicates Welch/Brown-Forsythe significance.

The results of a one way ANOVA between Employment in Tourism and TI and TO revealed 7 significant differences among the 16 TO variables, and 2 significant differences out of the 12 TI variables. In all cases, when no one known to the participant

worked in tourism, more neutral thoughts on tourism were present. However, when someone was known, more agreement was recorded with the – mostly positive – statements, especially in the case when the individual was themselves employed in tourism. Of the factors where a significant difference was found, participants who worked in tourism ‘Agreed’ with all the statements, bar one; TO See Different Tourists. The variable TO See Tourism Jobs appeared to demonstrate the greatest difference between the groups ($F(3,136)=4.92, p=.000$) where individuals who were employed in tourism themselves agreed with the statements the most (Group 1 (‘I am’): $M=4.19, SD=.701$; Group 2 (‘Someone in my family’): $M=3.92, SD=.760$; Group 3 (‘Both someone and I’): $M=4.00, SD=.894$; Group 4 (‘Neither’): $M=3.46$).

Again, since most variables demonstrated no significant difference, hypothesis 1_d was rejected (Lankford, 1994; Liu & Var, 1986).

With all 4 hypotheses rejected for Objective I, this would suggest that the demographic characteristics of nationality, time living in the UAE, cultural distance, and employment in tourism bore little impact on individual’s perceptions of tourism. Therefore, in the case of Dubai, tourism opinions would appear to be more universal with individuals’ personal traits providing little impact on opinions. Since tourism opinions were largely positive, this implies that individuals hold positive opinions of tourism, regardless of their personal circumstance.

6.6. Expatriate and National Adjustment: Objective II, III, and IV

This section of the chapter addresses the second, third, and fourth objectives of the study; Expatriate and Emirati adjustment to each other (Objective 2), the influence of tourism on the relationship between expatriates and Emiratis (Objective 3), and the current relationship and degree of attachment between expatriates and Emiratis (Objective 4). The three objectives have been described in one section due to their similar focus. Segregation of the objectives’ analysis would produce repetitive explanations and analysis. The analysis for these objectives begins with the presentation of the relevant descriptive statistics for the discussed constructs. The analysis then moves to multiple regression to measure the predictive nature of the relationship reflected in the second, third, and fourth part of the model in Figure 6-2. The section concludes with the analysis of 6 hypotheses (H2_a-H2_i see Table 6-2) measuring some of the demographic influencers of adjustment and attachment. The

following Figure 6-8 reflects the section of the model in Figure 6-2 which is analysed in this section.

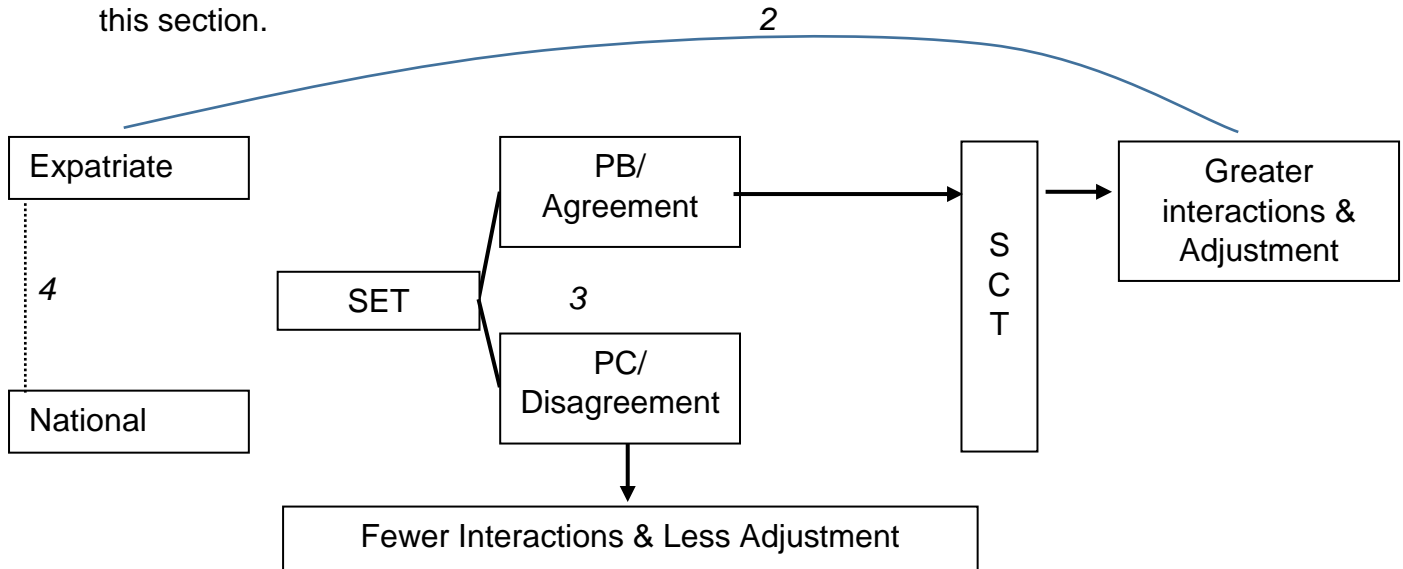


Figure 6-8:
Objective 2-4 Model section

6.6.1. Adjustment Descriptive Statistics

The following data in Table 6-28 demonstrate participants level of agreement with Adjustment, Adjustment Improvement strategies, and the importance of various Adjustment arenas, as found from the first stage of this study.

Table 6-28:
Expatriate/National Descriptive Statistics

Variable Adjustment	Mean	Standard Deviation
Open Minded (Myself)	4.37	0.625
Adaptable Personality (Myself)	4.30	0.625
International Experienced (Myself)	4.04	0.899
Facilities in Dubai (Dest.)	3.94	0.710
Family Adjusted (Myself)	3.91	0.935
Language Barrier (Dest)	3.67	0.891
Expatriates/Nationals respect each other (Residents)	3.62	1.055
Interested in learning about Culture (Myself)	3.50	1.354
Clear Rules (Dest.)	3.46	1.094
Dubai is a similar culture (Dest.)	3.30	1.139
Expatriate/National Friends (Residents)	3.25	1.213
Similar Environment (Dest.)	3.03	1.110
Company help (Company)	3.01	1.040
Tourist Activities taught culture (Exposure)	2.89	1.108
Tourist Activities helped meet Expatriates/Nationals (Exposure)	2.65	1.113

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-28:
Expatriate/National Descriptive Statistics

Variable Adjustment Importance Rank	Mean	Standard Deviation
Myself	1.72 (1)	1.098
Destination	2.84 (2)	1.368
Exposure	3.14 (3)	1.045
Company	3.34 (4)	1.518
Residents	3.49 (5)	1.287

When asked about their adjustment strategies, the variable with the most agreement was being 'Open Minded' (M=4.37, SD=0.625), followed by having an 'Adaptable Personality' (M=4.30, SD=0.625). The variables related to tourism (tourist activities teaching culture and facilitating meeting opportunities) were scored the lowest with means of 2.89 (SD=1.11), and 2.65 (SD=1.11), respectively. Overall, the greater the score, the lower the standard deviation, suggesting greater agreement on the variable. A number of variables returned relatively high standard deviations, with deviations over 1. This reflects a disparity of opinions which is indicative of the varying perceptions of adjustment methods and opinions on the nature of Dubai in terms of accepting expatriates, or respect towards nationals.

When asked about how adjustment could have been improved, all variables received 'Neutral' scores, although they were inclined to 'Agree'. No significant agreement or disagreement was present. Additionally, standard deviations remained relatively high throughout, suggesting a greater disparity of opinions.

Participants were finally asked to rank the various EMA Arenas from the qualitative findings according to their importance in helping them adjust. The top Arena was the Individual ('Myself') (M=1.72, SD=1.098), followed by the Destination (M=2.84, SD=1.37), Exposure (M=3.14, SD=1.05), the Company (M=3.34, SD=1.52), and Residents (M=3.49, SD=1.29). This suggests that the individual themselves are the most important factor in helping (both in the past and the future) adjustment. The rank order of these Arenas was also supported in the qualitative interviews which, based on the amount of discussion, reflected a similar order.

6.6.2. Attachment Descriptive Statistics

An additional component of expatriate adjustment included participants' feeling of attachment to Dubai, as shown in Table 6-29.

Table 6-29:
Attachment Descriptive Statistics

Variable Attachment	Mean	Standard Deviation
Feel Safe in Dubai	4.54	0.652
Enjoy Living in Dubai	4.24	0.866
Feel at Home in Dubai	4.01	0.972
Sad to leave Dubai	3.97	1.021
Feel Attached to Dubai	3.96	1.004
Part of Dubai Community	3.78	1.004
Family Attached to Dubai	3.74	1.136

The results from Table 6-29 would seem to suggest that participants, overall, felt attached to Dubai. The variables which seem to demonstrate the greatest agreement from participants included feeling 'Safe' (M=4.54, SD=0.652), 'Enjoy Living in Dubai' (M=4.24, SD=0.866), and feeling 'At Home in Dubai' (M=4.01, SD=0.972). Other variables designed to measure participants' attachment to Dubai not only reported lower levels of agreement, but also greater disparity in opinions, with all Standard Deviations being greater than 1. The variable with the lowest mean and greatest standard deviation simultaneously, was 'Family Attached to Dubai' (M=3.74, SD=1.136).

6.6.3. Multiple Regression – Tourism Impacts and Tourism Opinions to Communication

In order to measure the predictive power of the model in Figure 6-2, further multiple regression tests were run to assess the impact of SET (TI to TO) on Communication. It was earlier theorised that through SCT, SET would help improve adjustment which was tested here. The independent variables consisted of TO – Satisfaction Business, TO – Dissatisfaction, and TO – Understand, while the dependent consisted of the various Communication factors.

When COMM Rhetorical Visions was computed with TO the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.3 and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in Table 6-30. The equation here read:

$$\text{COMM Rhetorical Visions (1.7\% variance explained)} = 3.14 + .139 \cdot \text{TO Sat. Business} + .019 \cdot \text{TO Dissat} + .022 \cdot \text{TO Sat. Understand} + .571$$

Table 6-30:
Standard Multiple Regression of Tourism Opinions on COMM - Rhetorical Visions

Factor	COMM Rhetorical Visions	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr ²
TO Sat. Business	.168				.130	.139	.104
TO Dissat.	-.082	-.340			-.019	-.030	-.028
TO Sat. Understand	.123	.628	-.165		.022	.031	.025
				Intercept	3.14		
Means	3.69	4.03	2.91	3.46		R ²	.030
Standard Deviations	.576	.614	.922	.836	Adjusted	R ²	.017
						R	.172

Note. * $p < 0.05$, ** $p < 0.01$

For the first component of the Communication model, Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the dependent variable, COMM – Rhetorical Visions. The model was not statistically significant ($F(3, 242) = 2.31$, $p = .077$). Hence, TO appeared to have no predictive power on COMM – Rhetorical Visions.

When COMM Topic was computed with Tourism Opinions the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.3 and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in Table 6-31. The equation in this regression predicted:

$$\text{COMM Topic (1.2\% variance explained)} = 2.60 + .040 \cdot \text{TO Sat. Business} + .025 \cdot \text{TO Dissat} + .019 \cdot \text{TO Sat. Understand} + .723$$

Table 6-31:
Standard Multiple Regression of Tourism Opinions on COMM - Topic

Factor	COMM Topic	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr ²
TO Sat. Business	.009				.040	.034	.025
TO Dissat.	.025	-.340			.025	.033	.031
TO Sat. Understand	-.006	6.28	-.165		-.019	-.022	-.017
				Intercept	2.60		
Means	2.77	4.03	2.91	3.46		R ²	.001
Standard Deviations	.718	.614	.922	.836	Adjusted	R ²	.012
						R	.035

Note. * $p < 0.05$, ** $p < 0.01$

For the second component of the Communication model, Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the dependent variable, COMM – Topic. The model was not statistically significant ($F(3, 238) = .182$, $p = .909$). Therefore, TO appeared to have no predictive power on COMM – Topic.

When COMM Repetition was computed with Tourism Opinions the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.3 and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in Table 6-32. The regression equation here read:

$$\text{COMM Repetition (1\% variance explained)} = 3.63 + .030 * \text{TO Sat. Business} + -.010 * \text{TO Dissat} + -.092 * \text{TO Sat. Understand} + .575$$

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-32:
Standard Multiple Regression of Tourism Opinions on COMM - Repetition

Factor	COMM Repetition	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr ²
TO Sat. Business	-.057				.030	.032	.024
TO Dissat.	.027	-.340			.010	.015	.015
TO Sat. Understand	-.116	.628	-.165		-.092	-.134	-.104
				Intercept	3.63		
Means	3.46	4.03	2.91	3.46		R ²	.014
Standard Deviations	.576	.614	.922	.836	Adjusted	R ²	.001
						R	.119

Note. * $p < 0.05$, ** $p < 0.01$

For the final component of the Communication model, Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the dependent variable, COMM – Repetition. The model was not statistically significant ($F(3, 234) = .982$, $p = .402$). Therefore, TO appeared to have no predictive power on COMM – Repetition.

Overall, therefore, SET, through TO, appeared to demonstrate no predictive power to any of the COMM elements. Therefore, the model in Figure 6-2 is not statistically significant, in a predictive sense. To assess the effectiveness of Communication to predict Adjustment, as detailed in Figure 6-2, further multiple regression analyses were conducted. Only ADJ Personal reflected any significant relationship ($F(3, 231) = 3.843$, $p = .010$) and explained only 4.8% of the variance in ADJ Personal ($R = .219$, $R^2 = .048$, Adjusted $R^2 = 0.036$). This would further suggest that the communication aspect of the model in Figure 6-2 does not fit in a predictive sense.

6.6.4. Multiple Regression – Tourism Impacts and Tourism Opinions to Adjustment

Since there was insufficient evidence to suggest any predictable power of TO towards COMM and COMM to ADJ, this component of the model in Figure 6-2 was not statistically significant. In order to measure the impact of tourism on adjustment, the communication aspect was removed and TO was related directly to Adjustment. Henceforth, the independent variables of TO – Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand was related to the Adjustment factors.

When ADJ Comfort was computed with the TO factors, the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.3 and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in Table 6-33. This regression equation predicted:

$$\text{ADJ Comfort (24.4\% variance explained)} = 1.664 + .237 * \text{TO Sat. Business} + -.037 * \text{TO Dissat} + .0172 * \text{TO Sat. Understand} + .471$$

Table 6-33:
Standard Multiple Regression of Tourism Opinions on ADJ - Comfort

Factor	ADJ Comfort	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr^2
TO Sat. Business	.457				.237*	.269*	.225*
TO Dissat.	-.199	-.340			-.037	-.064	-.069
TO Sat. Understand	.445	.628	-.165		.172**	.266	.232
Intercept					1.664		
Means	3.11	4.03	2.91	3.46		R^2	.254**
Standard Deviations	.542	.614	.922	.836	Adjusted	R^2	.244**
						R	.504**

Note. * $p < 0.05$, ** $p < 0.01$

Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the one dependent variable, ADJ Comfort. The model was statistically significant, explaining 24.4% of the variance in ADJ Comfort ($F(3, 225) = 25.19$, $p = .000$). The standardised coefficient suggests that TO Satisfaction Business made the strongest unique, significant contribution to the model, controlling for TO Dissatisfaction and TO Satisfaction Understand ($\beta = .269$, $p = .000$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that almost a quarter of the variance in ADJ Comfort was predicted by TO, with Satisfaction Business providing the strongest contribution to the prediction.

When ADJ Personal was computed with the TO factors, the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick &

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Fidell, 2013) substantially at 22.3 and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and adjusted R^2 after the entry of the three independent variables is shown in Table 6-34. The equation here read:

$$\text{ADJ Personal (4.2\% variance explained)} = 3.094 + .147 * \text{TO Sat. Business} + .066 * \text{TO Dissat} + .071 * \text{TO Sat. Understand} + .550$$

Table 6-34:
Standard Multiple Regression of Tourism Opinions on ADJ - Personal

Factor	ADJ Personal	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr^2
TO Sat. Business	.190				.147	.161	.122
TO Dissat.	.036	-.340			.066	.108	.103
TO Sat. Understand	.188	.628	-.165		.071	.105	.084
				Intercept	3.094		
Means	4.12	4.03	2.91	3.46		R^2	.054**
Standard Deviations	.562	.614	.922	.836	Adjusted	R^2	.042**
						R	.233**

Note. * $p < 0.05$, ** $p < 0.01$

The second Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the one dependent variable, ADJ Personal. The model was statistically significant, although only explained 4.2% of the variance in ADJ Personal ($F(3, 232) = 4.39, p = .005$). The standardised coefficient suggests that TO Satisfaction Business made the strongest unique contribution to the model, controlling for TO Dissatisfaction and TO Satisfaction Understand, although it was not significant ($\beta = .161, p = .065$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that only a small portion of the variance in ADJ Personal (4.2%) was explained by TO, making the predictive power of TO relatively weak here.

When ADJ Tourism was computed with the TO factors, the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.3 and was, hence, removed from the analysis (Pallant,

2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and adjusted R^2 after the entry of the three independent variables is shown in Table 6-35. The equation here predicted:

$$\text{ADJ Tourism (35.2\% variance explained)} = .678 + .032 * \text{TO Sat. Business} + -.027 * \text{TO Dissat} + .0634 * \text{TO Sat. Understand} + .733$$

Table 6-35:
Standard Multiple Regression of Tourism Opinions on ADJ - Tourism

Factor	ADJ Tourism	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr^2
TO Sat. Business	.396				.032	.022	.020
TO Dissat.	-.131	-.340			-.027	-.027	-.032
TO Sat. Understand	.600	.628	-.165		.634**	.581**	.492**
				Intercept	.678		
Means	2.92	4.03	2.91	3.46		R^2	.361**
Standard Deviations	.910	.614	.922	.836	Adjusted	R^2	.352**
						R	.601**

Note. * $p < 0.05$, ** $p < 0.01$

The final Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the one dependent variable, ADJ Tourism. The model was statistically significant, explaining 35.2% of the variance in ADJ Tourism ($F(3, 228) = 42.36$, $p = .000$). The standardised coefficient suggests that TO Satisfaction Understand made the strongest unique, significant contribution to the model, controlling for TO Satisfaction Business and TO Dissatisfaction ($\beta = .581$, $p = .000$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that over a third of the variance in ADJ Tourism was predicted by TO, with Satisfaction Understand providing the strongest contribution to the prediction.

In order to account for the relatively low variance explanations, additional analyses were run, in a similar situation to TO, between ADJ and demographics, TI, and TO. Results suggested few demographic relationships, and several adjustment methods. However, these results generally did not explain the variance in TO any better than the multiple regression results. Again suggesting a more complicated aggregation of factors leading to expatriate and national adjustment.

Overall, SET, acting through TO appeared to explain statistically significant portions of the variance in Adjustment, suggesting a predictive impact upon Adjustment. That said, ADJ Personal demonstrated the weakest relationship with TO factors; with only 4.2% of ADJ Personal variance being explained by TO. ADJ Comfort and ADJ Tourism reflected much greater relationships, with nearly a quarter (24%) and over a third (35%) of variance being explained by TO factors, respectively. A partial predictive relationship would appear to be present between SET and Adjustment whereby SET encourages adjustment, notably in terms of Comfort and Tourism-related factors. Of these factors, positive aspects of SET (TO Satisfaction Business and TO Satisfaction Understanding) are the only factors that returned significant relationships with ADJ Comfort, Personal, and Tourism. Negative aspects of SET (TO Dissatisfaction) did not provide significant relations with any ADJ Factor. While a partial predictive relationship was present between tourism and adjustment, the presence of a correlative relationship is unknown. It is plausible that tourism correlates with adjustment without being a predictor of tourism. Hence, Pearson correlations were conducted to test the presence of such possible correlations.

6.6.5. Correlation – Tourism Impacts, Tourism Opinions, Communication, and Adjustment

In order to measure the presence of any relationship between tourism and adjustment, beyond a predictive one, a number of correlation tests were conducted. While tourism seemed to have a small predictive effect on adjustment, the presence of a relationship is still plausible.

6.6.5.1. *Tourism Impacts, Tourism Opinions and Communication*

The factors related to Tourism Impacts and Tourism Opinions, which formed the base of SET, along with the Communication factors were tested for the presence of any significant correlations between them. The results have been identified in Table 6-36, and depicted in Figure 6-9.

Table 6-36:
Pearson Product Moment Correlations between SET and Communication Factors

Factors	1	2	3	4	5	6	7	8	9
1. TI Living Cost	-	.187**	.522**	.023	.232**	.137*	.062	-.090	-.025
2. TI Social Benefits		-	-.026	.590**	-.198**	.529**	.269**	.051	.060
3. TI Social Environ. Costs			-	-.149*	.327**	-.109	.061	.022	.095
4. TO Sat. Business				-	-.304**	.636**	.168**	.022	-.037
5. TO Dissat.					-	-.152*	-.068	.029	.034
6. TO Sat. Under.						-	.123	.000	-.101
7. COMM Rhetorical Visions							-	.214**	.640**
8. COMM Topic								-	.389**
9. COMM Repeat									-

Note. Numbers in bold represent significant correlations. * $p < 0.05$, ** $p < 0.01$

The strongest correlation present for TI was between TI Social Benefits and TO Satisfaction Business ($r = .590$, $n = 255$, $p = .000$). This suggests that the more participants agreed with the social benefits of tourism, the more they agreed with satisfaction with tourism in general. The factors of TI and TO generally correlated well with each other, with only a small number of cases demonstrating no significant correlation. Communication, however, did not seem to correlate well. In fact, other than correlating with other communication factors, only COMM Rhetorical Visions correlated with TI Social Benefits ($r = .269$, $n = 238$, $p = 0.000$) and TO Satisfaction Business ($r = .168$, $n = 236$, $p = 0.010$), both of which reflect small correlations.

Figure 6-9 reflects these correlations in relation to the proposed model in Figure 6-13.

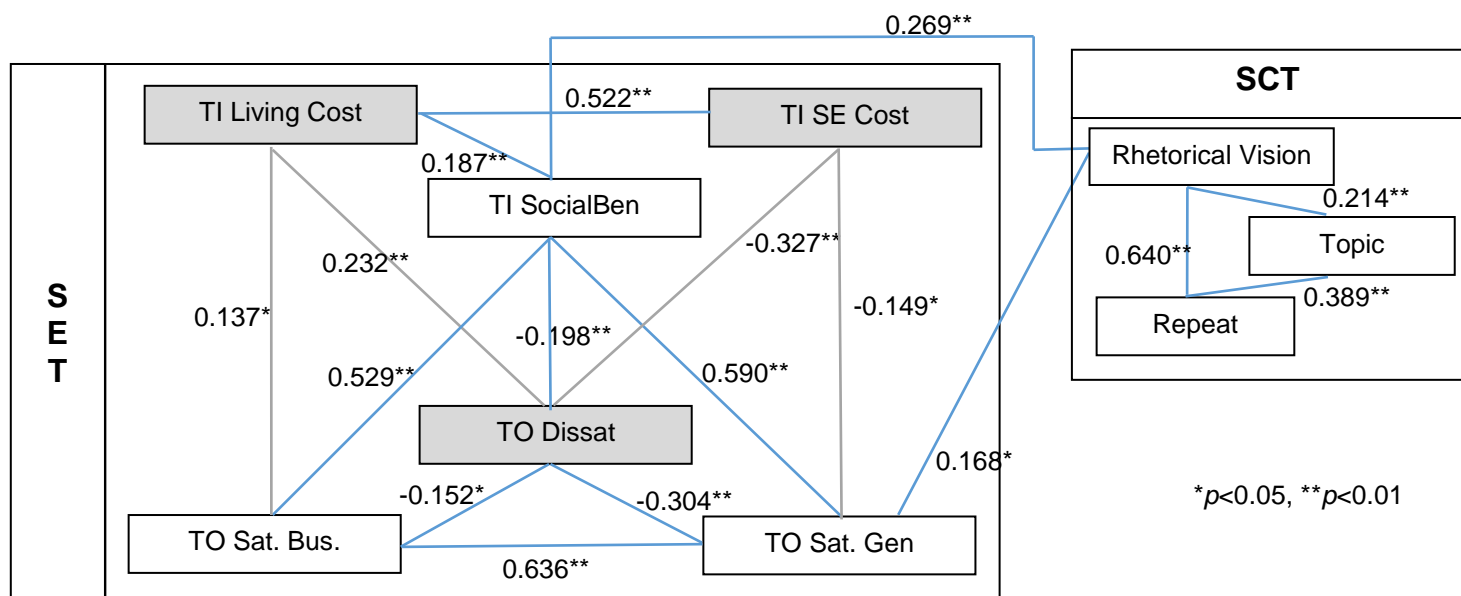


Figure 6-9:
SET and Communication Correlations

Results here further reflect reasonable relationships between TI and TO factors, but not between TI or TO and COMM. Such relationships further support the previous multiple regression findings; TI can be used to partially predict TO (SET), or reflect a

relationship between the two, but the connection to communication does not appear present, except in the sense of the Rhetorical Visions.

6.6.5.2. Communication and Adjustment

The factors related to Communication, Adjustment, and Adjustment Improvement were then correlated to record the presence of any relationship in the next stage of the model. These relationships are reflected in Figure 6-10 and Table 6-37.

Table 6-37:
Pearson Product Moment Correlations between Communication and Adjustment and Adjustment Improvement Factors

Factors	1	2	3	4	5	6
1. ADJ Comfort	-	.289**	.477**	.090	.026	-.028
2. ADJ Personal		-	.223**	.129*	-.123	.106
3. ADJ Tourism			-	.098	.003	-.026
4. COMM Rhetorical Visions				-	.214**	.640**
5. COMM Topic					-	.389**
6. COMM Repeat						-

Note. Numbers in bold represent significant correlations. * $p < 0.05$, ** $p < 0.01$

Relationships between the ADJ factors all significantly correlated with small to medium-level correlations, with coefficient values ranging from $r = .223$ (ADJ Personal and ADJ Tourism) to $r = .477$ (ADJ Comfort and ADJ Tourism). A similar pattern was present between the ADJI factors, with medium-level correlations, with coefficients ranging between $r = .369$ (ADJI Social and ADJI Support) and $r = .492$ (ADJI Social and ADJI Understand). Relationships between ADJ and ADJI were generally not significant. This suggests that the factors that helped individuals to adjust to Dubai did not possess a relationship with factors that would have helped individuals more effectively. This relationship is possible since the ADJI factors would have helped the individual to adjust, but since it was not present, it did not aid in adjustment. While the COMM factors correlated well with each other, there were, again, few correlations between COMM and ADJ and ADJI factors. COMM Rhetorical Visions demonstrated the most number of significant correlations to ADJ and ADJI factors, wherein ADJI Understand reflected the highest correlation coefficient ($r = .244$, $n = 235$, $p = .000$), a small correlation. ADJI Understanding also correlated with the Topic ($r = .234$, $n = 238$, $p = .000$) and Repetition ($r = .157$, $n = 237$, $p = .016$).

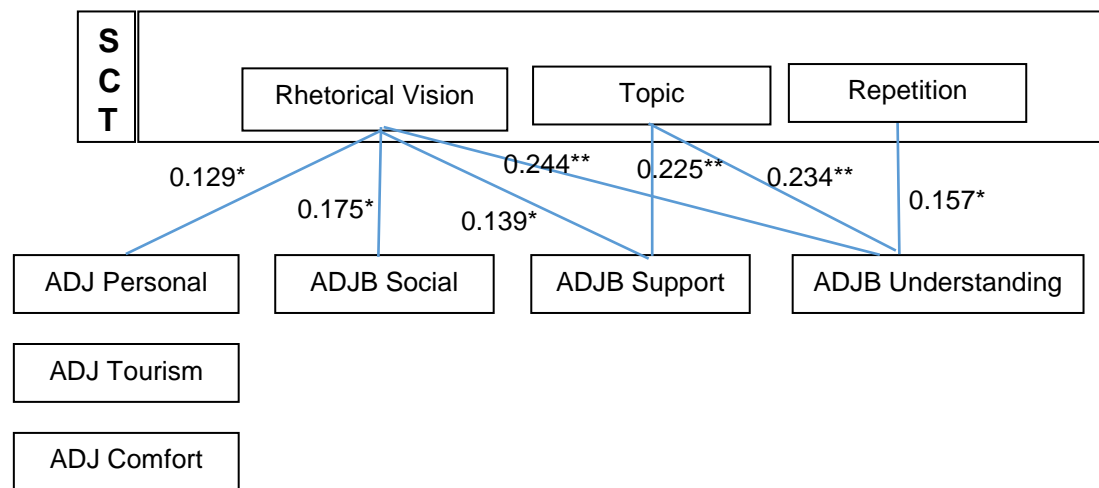


Figure 6-10:

Communication and Adjustment and Adjustment Improvement Correlations

* $p < 0.05$, ** $p < 0.01$

Results displayed above in Figure 6-10 and Table 6-37 demonstrate some correlations between COMM and ADJ and ADJI, which was not present through the multiple regression tests. Somewhat of a relationship was therefore present, from a correlative perspective, between COMM and ADJ and ADJI, most notably with the Rhetorical Visions. Further analysis here suggested that a greater number of significant correlations were present between Righteous Rhetorical Visions and ADJI Social ($r = .206$, $n = 240$, $p = .001$), ADJI Support ($r = .147$, $n = 224$, $p = .028$), and ADJI Understand ($r = .275$, $n = 238$, $p = .000$).

6.6.5.3. Tourism Impacts, Tourism Opinions, and Adjustment

As with the multiple regression tests, due to the poor correlations between COMM and ADJ and ADJI, SET was directly correlated to ADJ and ADJI to measure tourism's impact upon adjustment and adjustment improvement. These correlations are displayed in Table 6-38, Figure 6-11 and Figure 6-12.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-38:
Pearson Product Moment Correlations between SET and Adjustment and Adjustment Improvement Factors

Factors	1	2	3	4	5	6	7	8	9
1. TO Sat. Business	-	-.304**	.636**	.023	.590**	-.149*	.474**	.189**	.413**
2. TO Dissat.		-	-.152*	.232**	-.198**	.327**	-.194**	.023	-.110
3. TO Sat. Under.			-	.137*	.529**	-.109	.451**	.183**	.605**
4. TI Living Cost				-	.187**	.522**	.099	.124	.079
5. TI Social Benefit					-	-.026	.431**	.230**	.378**
6. TI Social Environ. Costs						-	-.150*	.081	-.100
7. ADJ Comfort							-	.289**	.477**
8. ADJ Personal								-	.223**
9. ADJ Tourism									-

Note. Numbers in bold represent significant correlations. * $p < 0.05$, ** $p < 0.01$

The two factors TO Satisfaction Business and TO Satisfaction Understand significantly correlated with all factors of ADJ and ADJI. TO Satisfaction Business demonstrated the strongest correlation with ADJ Comfort ($r = .474$, $n = 231$, $p = .000$), followed by ADJ Tourism ($r = .413$, $n = 234$, $p = .000$), both of which were medium-strength correlations. TO Satisfaction Understand correlated the strongest with ADJ Tourism ($r = .605$, $n = 238$, $p = .000$), followed by ADJ Comfort ($r = .451$, $n = 234$, $p = .000$), which reflect medium to strong relationships. The only significant correlations with TO Dissatisfaction and Adjustment were negative ($r = -.194$, $n = 234$, $p = .003$), suggesting that participants who agreed with negative opinions of tourism disagreed with ADJ Comfort. The result of these correlations suggests that tourism did relate to adjustment and adjustment improvement strategies, although a number did appear to be weak relationships.

The following Figure 6-11 demonstrates the relationships between TO, TI and ADJ pictographically. Several correlations were present between the three constructs, and most notably between TO and ADJ. These correlations further suggest that the correlations between negative tourism elements (TO Dissatisfaction, TI Living Costs, and TI Social Environmental Costs) either did not significantly correlate with adjustment, or did so in a negative manner.

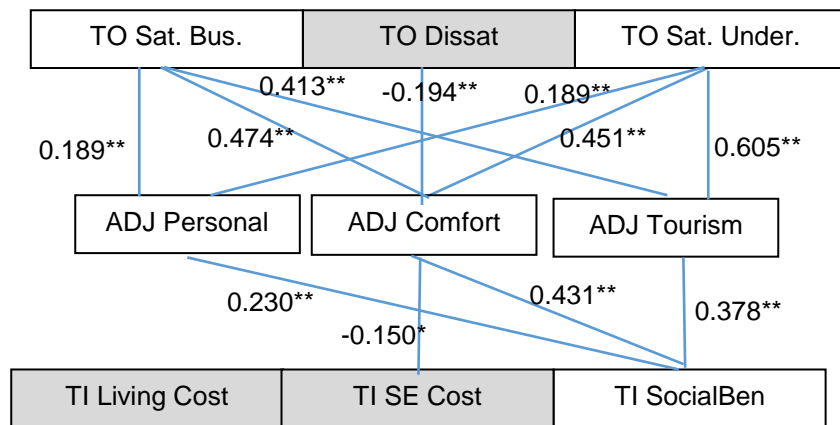


Figure 6-11:
SET and Adjustment Correlations

* $p < 0.05$, ** $p < 0.01$

The following Figure 6-12 depicts the relationship between TI, TO, and ADJI. This also reflects similar implications wherein TO demonstrated a number of significant relationships with ADJI, with several medium-strength relationships. Again, negative tourism factors generally demonstrated no significant correlations with ADJI. The only exception here was between TI Social Environmental Costs and ADJI Understanding ($r = .164$, $n = 243$, $p = .010$), a weak relationship.

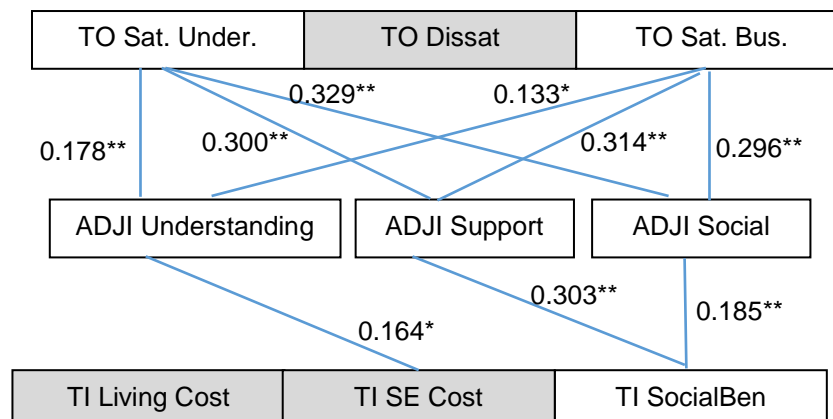


Figure 6-12:
SET and Adjustment Improvement Correlations

* $p < 0.05$, ** $p < 0.01$

The results from both TO and ADJ and ADJI would appear to suggest that, from a correlative standpoint, TO was related to ADJ, albeit weakly, whereby those who were satisfied with tourism seemed to demonstrate greater adjustment to Dubai.

6.6.6. Hypothesis Testing

Hypotheses were developed which predicted the influence of individuals' demographic characteristics on adjustment, adjustment improvement, and attachment (see Table 6-2).

6.6.6.1. *H2_a and H2_b: Expatriates and nationals differ in terms of Adjustment, and Attachment.*

The first hypotheses addressing adjustment (ADJ) and attachment (ATT) the presence of any differences between expatriate and Emirati participants. In order to test these differences, a number of t-tests were conducted, the significant results of which are displayed in Table 6-39. Hypothesis H2_a predicted a significant difference between nationality and ADJ, while H2_b predicted a significant difference between nationality and ATT.

Table 6-39:
T-test between Expatriates and Emiratis and ADJ, and ATT

Factors/Variables	Equal Variance Sig.	Sig.	Mean Emiratis	Mean Expatriates
ADJ Language Skills	Not Assumed (.018)	.000**	4.78	3.63
ADJ Tourism	Assumed (.436)	.014*	3.76	2.91

Note. Items in bold denote Factors over variables. * p<0.05, **p<0.01

Out of the 15 ADJ variables, only Language skills returned significant differences, where Emiratis agreed with the statement more than expatriates. The greater agreement by Emiratis could be as a result of the number of expatriates present in Dubai. Due to the large number and variety of expatriates, English is very common. Hence, Emiratis may feel the impact of the language skills in English, more than expatriates' Arabic skills. No ADJ variable demonstrated a significant difference, implying that individual's residency status had no significant impact on the suggested areas to improve adjustment.

In the case of ADJ, the only factor difference, ADJ Tourism, Emiratis (M=3.76, SD=1.18) agreed more than expatriates (M=2.91, SD=0.89; $t(258)=2.48 = p=0.014$) that tourism facilitated adjustment. In fact Emiratis were closer to agreeing, while expatriates were more neutral on the impact of tourism on adjustment. It is necessary to, again, address the small sample size of Emirati participants which, while close to the actual proportions of the UAE, could explain the reason for these slight significant differences.

Of the 7 ATT variables, no significant differences were found, suggesting that both Emirati and expatriates felt they had adjusted to Dubai to similar degrees.

Overall, therefore, it appears that, bar a small number of exceptions, statistically significant differences were not present between expatriates and Emiratis and ADJ or ATT. Hypotheses 2_a and 2_b are hence rejected.

6.6.6.2. H2_c and H2_d: Relationship between Cultural Distance and Adjustment and Attachment.

The second set of hypotheses concerning adjustment and attachment proposed a relationship between the cultural origin of an individual and their methods of adjustment and degree of attachment to Dubai. Hypothesis 2_c predicted a relationship between Cultural Distance and Adjustment, while hypothesis 2_d predicted a relationship between Cultural Distance and Attachment. Results of the Pearson Correlation tests are available in Table 6-40.

Table 6-40:
Pearson Product Moment Correlation between Cultural Distance and ADJ and ATT

Variables/Factors		Cultural Distance
3. ATT At Home	r	-.212 [*]
	Sig.	.019
	N	122
4. ATT Attached	r	-.277 ^{**}
	Sig.	.002
	N	121
5. ATT Family Attached	r	-.191 [*]
	Sig.	.038
	N	119

Note. Items in bold denote Factors over variables. * p<0.05, **p<0.01

Results from the correlations show a small number of significant correlations between cultural distance and ATT. Out of the 7 ATT variables (H2_d), almost half, (3/7) proved to be significant; ATT Feel at Home (r=-.212, n=122, p=.019), ATT Attached to Dubai (r=-.277, n=121, p=.002), and ATT Family Attached (r=-.191, n=119, p=.038).

Of note, all correlations found here were negative, implying that the more similar the culture, the less participants agreed with the listed variables. These results could point to the role of additional factors, not measured here, or the presence of the Cultural Distance Paradox; greater cultural similarities create fewer feelings of attachment (Ahn & McKercher, 2015; Jun & Gentry, 2005).

Since the majority of variables from ADJ and ATT returned insignificant results, hypotheses 2_c and 2_d have been rejected (cf. Black & Gregersen, 1991b; Hemmasi & Downes, 2013).

6.6.6.3. *H2_e and H2_f: Relationship between duration of residency and Adjustment and Attachment.*

An area of contention within the expatriate literature considered the impact of time as a resident of the UAE and individual's adjustment and attachment. To measure the impact of these areas of discussion in Dubai, hypothesis 2_e forecast a relationship between time in the UAE and Adjustment and hypothesis 2_f predicted a relationship between time in the UAE and Attachment. The results of the Pearson Correlation have been provided in Table 6-41.

Table 6-41:
Pearson Product Moment Correlation between Time in the UAE and ADJ and Attachment

Variables/Factors		Time in UAE
3. ATT Community	r	.226**
	Sig.	.007
	N	143
4. ATT At Home	r	.248**
	Sig.	.003
	N	143
5. ATT Attached	r	.318**
	Sig.	.000
	N	142
6. ATT Family Attached	r	.265**
	Sig.	.002
	N	140

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

When the time individuals had lived in the UAE was compared to their degree of attachment, 4 out of 7 variables provided significant results, whereby the longer an individual had lived in the UAE, the more attached they were. The strongest correlation occurred between Time in the UAE and ATT Attached (Feel attached to Dubai) ($r = .318$, $n = 142$, $p = .000$) which reflected a medium-strength correlation.

Therefore, while hypothesis 2_e was rejected due to a lack of significant relationships between time in the UAE and ADJ, hypothesis 2_f was accepted in the case of ATT; significant relationships were present between time individuals lived in the UAE and their degree of attachment (cf. Black & Gregersen, 1991b; Harvey, 2008). Therefore, it was suggested that while the length of residency did not correlate to areas of adjustment (H2_e), it was reasonably well correlated with the degree of attachment individuals felt to Dubai (H2_f).

6.6.6.4. H_{2g} and H_{2h} : Relationship between Previous Experience and Adjustment and Attachment.

Another aspect of disagreement amongst the expatriation literature was the role of previous experience in improving adjustment (H_{2g}) and attachment (H_{2h}). Hypothesis 2_g and 2_h explored this discrepancy through the use of Pearson Correlation tests, the results of which have been provided in Table 6-42.

*Table 6-42:
Pearson Product Moment Correlation between Previous Experience, ADJ, ADJI, and Attachment*

Variables/Factors		Previous Experience
1. ADJ Language	R	.297**
	Sig.	.000
	N	268
2. ADJ Adaptable	r	.441**
	Sig.	.000
	N	268
3. ADJ Open Minded	r	.395**
	Sig.	.000
	N	268
4. ADJ Interest in Culture	r	.194**
	Sig.	.001
	N	269
5. ADJ Expatriate/National Friends	r	.146*
	Sig.	.018
	N	266
6. ADJ Family Adjusted	r	.207**
	Sig.	.001
	N	264
7. ADJ Dubai Facilities	r	.146*
	Sig.	.017
	N	268
8. ADJ Comfort	r	.187**
	Sig.	.003
	N	257
9. ADJ Personal	r	.716**
	Sig.	.000
	N	267
10. ADJ Personal (-Previous Experience)	r	.405**
	Sig.	.000
	N	267

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

Previous experience was found to have a significant relationship between 7 of the 15 ADJ variables and 2 of the 3 ADJ factors. In all cases where significance was found, the relationship implied that the more participants felt their previous experience had helped them, the more they agreed with the listed variables. The strongest correlation was present between the variable ADJ Personal ($r=.716$, $n=267$, $p=.000$). However, this variable included Previous Experience as a component. Hence, the revised relationship with ADJ Personal, less Previous Experience, still returned the strongest relationship ($r=.405$, $n=267$, $p=.000$). The next strongest correlation was found between ADJ Adaptable and Previous Experience ($r=.441$, $n=268$, $p=.000$).

Since nearly half the ADJ variables and 2/3 of the ADJ factors were significant, hypothesis 2_g has been accepted; a significant relationship is present between previous expatriate experience and adjustment (Brewster, 1995). However, in terms of attachment and previous experience, no significant correlations were found and therefore hypothesis 2_h has been rejected.

6.6.6.5. H2_i and H2_j: Difference between Third Culture Kids and Adjustment and Attachment.

Third Culture Kids reflect an increasing phenomenon with little understanding and existing consideration in terms of their adjustment in international settings. In order to test the impact of Third Culture Kids on adjustment and attachment, t-tests were conducted, as shown in Table 6-43. Hypothesis 2_i assumed a difference between TCKs and Adjustment, while H2_j assumed a difference between TCKs and Attachment.

Table 6-43:
T-tests between Third Culture Kids and ADJ and ATT

Variables/Factors	Equal Variance Sig.	Sig.	Mean Born Outside Passport	Mean Born Inside Passport
ADJ – Emirati/National Friends	Not Assumed (0.041)	0.040	3.65	3.16
ADJ – Similar Culture	Not Assumed (0.018)	0.006	3.65	3.05
ADJ – Rules	Not Assumed (0.012)	0.012	3.82	3.22

Note. Items in bold denote Factors over variables. * p<0.05, **p<0.01

The results of the t-tests returned only 3 statistically significant differences between Third Culture Kids and ADJ. In all three cases, those born outside the country of their passport (i.e. TCK), demonstrated greater agreement with the variables than their non-TCK counterparts. The greatest difference was apparent between TCK and ADJ because Dubai is a Similar Culture ($t(120)=2.09$, $p=.006$).

While TCK did play a statistically significant role in these three cases, this only reflects 3 out of 15 variables and hence, hypothesis 2_i has been rejected; there are no statistically significant differences between Third Culture Kids and Adjustment. This is an interesting observation and similar to that of previous expatriate experience in Hypotheses 2_g and 2_h. It is possible, that in the Dubai scenario, previous experience, as an expatriate or TCK, is near-irrelevant, due to the large expatriate population and expatriate facilities available. Additionally, no significant differences were found between TCK and attachment (H2_j), suggesting that whether an individual was a TCK

or not bore no significant impact on an individual's feeling of attachment to Dubai. Therefore, hypothesis H2_j was rejected.

6.6.6.6. H2_k and H2_j: Relationship between Personality and Adjustment and Attachment.

The final area of contention arose in relation to the role of personality in adjustment. Hypothesis 2_k therefore correlated participants' self-described personality with the variables of ADJ, and hypothesis 2_j predicted a relationship between personality and ATT, the results of which are in Table 6-44 through Table 6-52.

Table 6-44

Pearson Product Moment Correlations between Personality - Talkative and ADJ and ATT

Variables/Factors		Personality - Talkative
1) ADJ International Experience	R	.177**
	Sig.	.006
	N	239
2) ADJ Adaptable	r	.195**
	Sig.	.002
	N	239
3) ADJ Open Minded	r	.182**
	Sig.	.005
	N	238
4) ADJ Expatriate/National Friends	r	.266**
	Sig.	.000
	N	237
5) ADJ Respect	r	.207**
	Sig.	.001
	N	238
6) ADJ Similar Culture	r	.169**
	Sig.	.009
	N	240
7) ADJ Tourism Meeting Opportunities	r	.177**
	Sig.	.007
	N	235
8) ATT Living	r	.716**
	Sig.	.000
	N	267
9) ATT Sad to leave	r	.208**
	Sig.	.001
	N	264
10) ATT Community	r	.270**
	Sig.	.000
	N	264
11) ATT At Home	r	.142 [*]
	Sig.	.021
	N	265
12) ADJ Comfort	r	.146[*]
	Sig.	.026
	N	230
13) ADJ Personal	r	.221**
	Sig.	.001
	N	237
14) ADJ Tourism	r	.218**
	Sig.	.001
	N	233

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.0$

Individuals who scored high on the 'Talkative' dimension of personality (i.e. more extroverted) also scored high on 7 ADJ variable, 4 ATT variables, and all 3 ADJ factors.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

The highest correlation occurred with ATT Living ($r=.716$, $n=267$, $p=.000$) indicating that the more an individual identified as being extroverted, the more they felt they were attached to living in Dubai. This relationship was a strong relationship and, considering the active nature of Dubai, a not unexpected one (What's On, 2017). Since almost half ADJ variables and all ADJ factors significantly correlated with an extroverted personality, hypothesis 2_k was accepted in this case, while 2_l was rejected.

Table 6-45:
Pearson Product Moment Correlations between Personality - Reserved and ADJ and ATT

Variables/Factors		Personality - Reserved
1) ATT Family Attached	r	-.122 [*]
	Sig.	.047
	N	264
2) ADJ Personal	r	-.177^{**}
	Sig.	.006
	N	238

Note. Items in bold denote Factors over variables. * $p<0.05$, ** $p<0.01$

Individuals with a reserved (i.e. introverted) personality correlated with very few ADJ and ATT variables. In several cases, these correlations were negative, suggesting that the more introverted the individual, the less they adjusted to the listed factors. However, significant correlations occurred on only a small handful of occasions, with the strongest relationship proving to be a weak correlation with ADJ Personal ($r=-.177$, $n=238$, $p=.006$). Hence, hypotheses 2_k and 2_l were not accepted in relation to introverted personalities.

Table 6-46:
Pearson Product Moment Correlations between Personality - New and ADJ and ATT

Variables/Factors		Personality - New
1) ADJ International Experience	r	.154 [*]
	Sig.	.018
	N	239
2) ADJ Adaptable	r	.382 ^{**}
	Sig.	.000
	N	239
3) ADJ Open minded	r	.290 ^{**}
	Sig.	.000
	N	238
4) ADJ Interested in Culture	r	.277 ^{**}
	Sig.	.000
	N	241
5) ADJ Expatriate/National Friends	r	.145 [*]
	Sig.	.026
	N	237
6) ADJ Respect	r	.195 ^{**}
	Sig.	.002
	N	238
7) ADJ Tourism Meeting Opportunities	r	.164 [*]
	Sig.	.012
	N	235
8) ADJ Personal	r	.356^{**}
	Sig.	.000
	N	237
9) ADJ Tourism	r	.160[*]
	Sig.	.014
	N	233

Note. Items in bold denote Factors over variables. * $p<0.05$, ** $p<0.01$

In much a similar scenario as extroversion, the enjoyment of new experiences, correlated with several items; 7 ADJ variables, and 2 out of the 3 ADJ factors. The strongest correlation occurred with ADJ Adaptable ($r=.382$, $n=239$, $p=.000$), which suggested that the more open to new experiences an individual was, the more they felt they had adapted because of their adaptable personality. Since almost half the ADJ variables, and most of the ADJ factors reported a significant relationship, hypothesis 2_k was accepted in these cases. ATT variables returned no significant relationships and hence hypothesis 2_l was rejected in the case of ATT and new experiences.

Table 6-47:

Pearson Product Moment Correlations between Personality - Familiar and ADJ and ATT

Variables/Factors		Personality – Familiar
1) ADJ International Experience	r	-.172**
	Sig.	.007
	N	240
2) ADJ Adaptable	r	-.152*
	Sig.	.018
	N	240
3) ADJ Open minded	r	-.144*
	Sig.	.026
	N	239
4) ATT Attached	r	.135*
	Sig.	.028
	N	265
5) ATT Family Attached	r	.166**
	Sig.	.007
	N	264
6) ADJ Comfort	r	.133*
	Sig.	.043
	N	231
7) ADJ Personal	r	-.185**
	Sig.	.004
	N	238

Note. Items in bold denote Factors over variables. * $p<0.05$, ** $p<0.01$

Individuals who preferred familiar situations possessed very few significant relationships amongst the ADJ and ATT variables. As with introverted individuals, those preferring familiar situations reflected several negative correlations, suggesting that the more comfortable individuals were with familiar situations, the less they had felt they had adjusted through the listed variables. The greatest correlation in this case was present with ADJ Personal ($r=-.185$, $n=238$, $p=.004$), suggesting that the more an individual preferred a familiar situation, the less likely there to adjust due to personal reasons. Overall, since so few significant correlations were present between both ADJ and ATT variables, hypotheses 2_k and 2_l were rejected.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-48:
Pearson Product Moment Correlations between Personality - Organised and ADJ and ATT

Variables/Factors		Personality - Organised	
1) ADJ Interested in Culture	r	.226**	
	Sig.	.000	
	N	242	
2) ADJ Expatriate/National Friends	r	.135*	
	Sig.	.038	
	N	238	
3) ATT Live	r	.211**	
	Sig.	.001	
	N	264	
4) ATT Sad to leave	r	.172**	
	Sig.	.005	
	N	265	
5) ATT At Home	r	.123*	
	Sig.	.045	
	N	266	
6) ATT Safe	r	.187**	
	Sig.	.002	
	N	265	
7) ATT Attached	r	.153*	
	Sig.	.013	
	N	265	
8) ADJ Personal	r	.147*	
	Sig.	.023	
	N	238	
9) ADJ Social	r	.144*	
	Sig.	.031	
	N	225	

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

Individuals who identified with being organised reflected several correlations with relation to attachment, but not so clearly with ADJ variables. However, 2 out of 3 factors relating to ADJ correlated with being organised; ADJ Personal ($r=.147$, $n=238$, $p=.023$) and ADJ Social ($r=.144$, $n=225$, $p=.031$). Of the significant ATT correlations, Attached to Living in Dubai ($r=.211$, $n=264$, $p=.001$) returned the strongest correlation. In this scenario, hypothesis 2_k was accepted as significant relationships were apparent between being organised and ADJ factors. Similarly, five out of the seven ATT variables returned significant relationships and therefore hypothesis 2_l was accepted.

Table 6-49:
Pearson Product Moment Correlations between Personality - Easy Going and ADJ and ATT

Variables/Factors		Personality – Easy Going
1) ADJ Adaptable	r	.156*
	Sig.	.015
	N	240
2) ADJ Open minded	r	.213**
	Sig.	.001
	N	239
3) ADJ Interested in Culture	r	.142*
	Sig.	.027
	N	242
4) ADJ Expatriate/National Friends	r	.147*
	Sig.	.023
	N	238
5) ADJ Respect	r	.128*
	Sig.	.049
	N	239
6) ATT Live	r	.134*
	Sig.	.030
	N	264
7) ATT Sad to leave	r	.200**
	Sig.	.001
	N	265
8) ATT Community	r	.209**
	Sig.	.001
	N	265
9) ATT At Home	r	.218**
	Sig.	.000
	N	266
10) ATT Safe	r	.203**
	Sig.	.001
	N	265
11) ATT Attached	r	.218**
	Sig.	.000
	N	265
12) ATT Family Attached	r	.131*
	Sig.	.033
	N	264
13) ADJ Personal	r	.166*
	Sig.	.010
	N	238
14) ADJ Tourism	r	.143*
	Sig.	.028
	N	234

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

In much a similar situation as Organised, Easy-going demonstrated several significant relationships with the attachment variables and ADJ factors. In fact, all ATT variables correlated with individuals who identified as being easy-going. Of the ATT factors, the strongest correlation was between ATT At Home ($r=.218$, $n=266$, $p=.000$) and ATT Attached ($r=.218$, $n=265$, $p=.000$), both of which reflected weak relationships (Pallant, 2007). In these cases, the significant relationships suggested that the more easy-going the individual, the more they felt attached to Dubai in relation to the above variables. Since almost all the ADJ factors and many of the ADJ variables returned significant relationships, hypothesis H2_k was accepted. With all seven of the ATT variables providing significant relationships, hypothesis 2_l was also accepted.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-50:
Pearson Product Moment Correlations between Personality - Accepting and ADJ

Variables/Factors		Personality - Accepting
1) ADJ Adaptable	r	.140*
	Sig.	.031
	N	238
2) ADJ Similar Culture	r	.137*
	Sig.	.034
	N	239
3) ADJ Company Help	r	.211**
	Sig.	.001
	N	239
4) ADJ Dubai Facilities	r	.206**
	Sig.	.001
	N	239
5) ADJ Rules	r	.195**
	Sig.	.003
	N	236
6) ADJ Dubai Similarities	r	.157*
	Sig.	.016
	N	238
7) ADJ Tourism Teaching	r	.290**
	Sig.	.000
	N	235
8) ADJ Tourism Meeting Opportunities	r	.308**
	Sig.	.000
	N	234
9) ATT Live	r	.172**
	Sig.	.005
	N	262
10) ATT Sad to leave	r	.142*
	Sig.	.022
	N	263
11) ATT Community	r	.168**
	Sig.	.006
	N	263
12) ATT Safe	r	.163**
	Sig.	.008
	N	263
13) ATT Attached	r	.149*
	Sig.	.016
	N	263
14) ATT Family Attached	r	.160**
	Sig.	.010
	N	262
15) ADJ Comfort	r	.202**
	Sig.	.002
	N	230
16) ADJ Personal	r	.131*
	Sig.	.044
	N	236
17) ADJ Tourism	r	.276**
	Sig.	.000
	N	232

Note. Items in bold denote Factors over variables. * p<0.05, **p<0.01

Having an Accepting personality returned the greatest number of significant correlations out of the personality characteristics; 17 in all. All ADJ factors correlated significantly with an Accepting personality. Half or over half of the ADJ and ATT variables also correlated significantly with an Accepting personality. Of the ADJ variables, the highest correlation occurred with ADJ Tourism Meeting Opportunities

($r=.308$, $n=234$, $p=.000$), reflecting a medium-strength correlation. Of note, the strongest correlations with ADJ variables occurred with tourism-related variables. A similar pattern was observable with the factors relating to ADJ (ADJ Tourism; $r=.279$, $n=232$, $p=.000$). The highest correlation with ATT variables occurred in relation to ATT Live ($r=.172$, $n=262$, $p=.005$). All these correlations demonstrated that the more an individual identified themselves as Accepting, the more they felt they had adjusted in relation to the above variables and factors. Therefore, both hypothesis 2_k and 2_l were accepted in relation to Accepting.

Table 6-51:

Pearson Product Moment Correlations between Personality - Nervous and ADJ and ATT

Variables/Factors	Personality - Nervous	
1) ADJ Tourism	r	.194**
	Sig.	.003
	N	234

Note. Items in bold denote Factors over variables. * $p<0.05$, ** $p<0.01$

Those who identified with having a Nervous disposition correlated with only one factor; ADJ Tourism ($r=.194$, $n=234$, $p=.003$), suggesting that the more nervous an individual, the more they felt they had adjusted to Dubai thanks to tourism-related variables. This is, however, a relatively low correlation with only 19% of the total variance explained. Additionally, no ATT variables returned significant correlations. As such, hypothesis 2_k and 2_l was rejected in this scenario. Being nervous could reflect a requirement to have more structured and clear adjustment programme which was not reflected by the proposed variables in ADJ and ATT, except ADJ Tourism – Dubai is a tourist-heavy destination and therefore has many well-planned facilities for tourism.

Table 6-52:

Pearson Product Moment Correlations between Personality - Confident and ADJ and ATT

Variables/Factors	Personality - Confident	
1) ADJ International Experience	r	.165*
	Sig.	.011
	N	237
2) ADJ Adaptable	r	.344**
	Sig.	.000
	N	237
3) ADJ Open Minded	r	.291**
	Sig.	.000
	N	236
4) ADJ Interest in Culture	r	.173**
	Sig.	.007
	N	239
5) ADJ Company Help	r	.167*
	Sig.	.010
	N	238

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 6-52 continued:

Pearson Product Moment Correlations between Personality - Confident and ADJ and ATT

Variables/Factors		Personality - Confident
6) ADJ Dubai Facilities	r	.150*
	Sig.	.021
	N	238
7) ADJ Rules	r	.147*
	Sig.	.025
	N	235
8) ADJ Dubai Similarities	r	.141*
	Sig.	.030
	N	237
9) ATT Safe	r	.177**
	Sig.	.004
	N	262
10) ADJ Comfort	r	.163*
	Sig.	.014
	N	228
11) ADJ Personal	r	.319**
	Sig.	.000
	N	235

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

The final aspect of personality: Confidence, returned significant correlations with 8 of the 15 ADJ variables and 2 of the 3 ADJ factors. In all cases, suggesting that the more confident the individual, the more they felt they had adjusted due to the respective factors listed in Table 6-52. The strongest correlation between the ADJ variables occurred in relation to ADJ Adaptable ($r = .344$, $n = 237$, $p = .000$), reflecting a medium-strength relationship (Pallant, 2007). Hypothesis 2_k therefore was accepted in relation to adjustment. Attachment, however returned no significant correlations and hence hypothesis 2_l was rejected.

Overall, therefore, hypothesis 2_k was accepted since significant relationships were apparent between the personality traits of Talkative, New, Organised, Easy going, Accepting, and Confident and individuals' ADJ factors and variables, although some traits correlated better than others. However, many of the correlations were very weak, even if they were significant. Hypothesis 2_l, however returned significant relationships between ATT and only 3 of the nine personality variables and was therefore rejected (see Caligiuri, 2000; Huang et al., 2005; Huff et al., 2014; Peltokorpi & Froese, 2012).

Overall, only two hypotheses relating to ADJ (2g and 2k) were accepted, of the 6 ADJ hypotheses, on the other hand, none of the ATT hypotheses were accepted. This would suggest, as with Objective I, that ADJ (Objective II) and ATT (Objective IV) are not significantly affected by the demographic characteristics argued about in the literature in terms of adjustment and attachment; Previous experience, Third Culture Kids, Time

in the UAE, and Personality. A similar implication is present with regards to ATT, where insufficient evidence existed to reject any of the null hypotheses.

6.7. Model Revisions and Caveats

Hierarchical Multiple Regressions were run for the model in Figure 6-13, controlling for the demographic traits of participants. Overall, predictions were either not significant or very weak. The following Table 6-53 portrays the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2), and R , R^2 , R^2 change, and adjusted R^2 for the only significant prediction; ADJ Comfort, controlling for the participants' demographic characteristics of Time spend in the UAE, Arabic Skills, English Skills, Cultural score according to Hofstede, Cultural Distance, Age, and Education. The demographic factors were entered as listed above. No evidence is available to suggest a particular order of loading into the test. Hence these characteristics were assessed to see if they all had a significant impact, and individually to assess individual impacts upon the model.

Table 6-53:
Multiple Regression for ADJ, controlling for Demographics

Factor	Demographic	B	B	sr^2	R	R^2	R^2 Change	Adjusted R^2
ADJ Comfort	Time in UAE	-.001	-.020	-.019	.087	.008	.008	-.002
	Arabic	.120*	.248*	.237*	.319*	.102*	.094*	.084*
	English	-.104	-.070	-.073	.319*	.102*	.000*	.075*
	Culture	-.022	-.223	-.164	.333*	.111*	.009*	.075*
	Cult. Distance	-.023	-.178	-.135	.345*	.119*	.008*	.074*
	Age	-.018	-.080	-.079	.350*	.122*	.003*	.068*
	Education	.128*	.252*	.252*	.422*	.178*	.056*	.118*

Note. Numbers in bold represent significant correlations. * $p < 0.05$, ** $p < 0.01$

Table 6-53 showed slight demographic influence on ADJ Comfort in terms of Arabic skills, English skills, Culture, Cultural distance, Age, and Education. However, all these factors only explained 11.8% of the variance in ADJ Comfort, a relatively insignificant impact. The equation used here read:

$$\text{ADJ Comfort} = 4.337 + (-.001 * \text{Time in UAE}) + (.120 * \text{Arabic}) + (-.104 * \text{English}) + (-.022 * \text{Culture}) + (-.023 * \text{Cult. Distance}) + (-.018 * \text{Age}) + (.128 * \text{Education})$$

All other factors - TO, TI, ADJI, and other ADJ factors – returned no significant regressions after controlling for the demographics of participants. This therefore

suggests that demographic factors bore limited significant impact upon the TI, TO, ADJ, and ADJI factors.

In most cases, results from the multiple regression and Pearson correlation tests returned weak results, which suggest that, while a relationship does exist, other factors are also involved, mediating the relationship. This could also reflect issues with the application of western-developed theories to alternative environments (Olya & Gavilyan, 2016; Olya et al., 2017).

6.8. Summary

In summary, the model in Figure 6-13 would suggest that between expatriates and Emiratis, few differences are discernible. The model expected that positive Tourism Impacts (TI) would result in positive Tourism Opinions (TO), following the theory of SET. Through the communication theory of SCT, and expatriate and national adjustment (ADJ) would then be possible thanks to tourism. TI predicted reasonable proportions of TO variance and seemingly in a manner that would support SET. That is, positive impacts seemed to relate to positive opinions. There was a lack of evidence to suggest that the communication factors would be predicted by TO, or predict ADJ. Hence, this component of the model does not seem to relate well. When SET, via TO, was related to ADJ, reasonable support was suggested, implying that TO could explain a quarter to a third of adjustment methods. Methods to improve adjustment, however, reflected poor relations with TO.

Initially, Factor Analysis was conducted to provide a succinct breakdown of factors from which the model in Figure 6-2 and Figure 6-13 was formed. The results of the factor analysis returned 3 factors for the different constructs; Tourism Impacts (TI), Tourism Opinions (TO), Adjustment (ADJ), and Communication (COMM). Only Personality and Attachment offered unsatisfactory results to restrict the creation of factors for these constructs.

The second step involved the use of Multiple Regression to measure the predictive power of the various aspects of the model in Figure 6-2 and Figure 6-13; SET to Communication to Adjustment. The results of this step revealed that, firstly, there were few significant differences between expatriates and Emiratis in terms of their adjustment and opinions towards tourism. TI were found to predict TO to a reasonable extent, which acted towards the confirmation of SET. SET, through TO, was found to

relate poorly to Communication, which in turn, was found to poorly relate to ADJ. Hence, SET was related directly to ADJ which returned more positive results. The results here suggest that, while weak, tourism does have an impact in explaining individuals' adjustment to their life in Dubai.

Further multiple regression analysis was conducted to control for the impact of different demographic traits on the model. Throughout, demographics appeared to play no significant or strong impact.

The next series of analyses considered the correlative impacts of the model's factors to ascertain the presence of any non-predictive relationship. These correlations further reflected the results of the Multiple Regression analyses, and additionally offered a potential link between the style of communication and TO and ADJ. That is, the Rhetorical Visions of Morally right, Practical, and Cultural correlated reasonably with TI, TO, and ADJ.

The final series of analyses tested 21 hypotheses generated from the literature analysis. The results have been summarised in Table 6-54.

*Table 6-54:
Hypotheses Test and Results*

Hypothesis	Accept/Reject
H1a/2a/2b: There is a significant difference between Expatriates and Emiratis and TI, TO, ADJ, and ADJI	Reject
H1b: There is a significant relationship between Time in the UAE and TI and TO	Reject
H1c: There is a significant relationship between Cultural Distance and TI and TO	Reject
H1d: There is a significant difference between Employment in Tourism and TI and TO	Reject
H2c/2d/3a: There is a significant relationship between Cultural Distance and ADJ, ADJI, and ATT	Reject
H2e/2f/3b: There is a significant relationship between Time in the UAE and ADJ, ADJI, and ATT	Reject
H2g/2h/3c: There is a significant relationship between Previous Experience and ADJ, ADJI, and ATT	Accept (ADJ- H2g)
H2i/2j/3d: There is a significant difference between Third Culture Kids and ADJ, ADJI, and ATT	Reject
H2k/2l: There is a significant relationship between Personality and ADJ, ADJI, and ATT	Accept

All hypotheses, except for Hypotheses 2_g, 2_k, 2_l, and 3_e were rejected since the majority of the variables and factors measuring TI, TO, ADJ, or ATT returned insignificant results. Hypothesis 2_g, was accepted since the majority of variables measuring ADJ returned statistically significant results with previous experience. This suggests that significant differences are present between an individual's previous expatriate experience and his or her adjustment method to Dubai.

Hypotheses 2_k, 2_l, and 3_e returned significant results in several areas, suggesting that different personality traits did have an impact on how attached individuals felt to Dubai, and how they adjusted to Dubai.

6.8.1. Model Analysis - Multiple Regression

Multiple Regression analysis was conducted to measure the predictive power of the various components of the model shown in Figure 6-2. That is, what is the predictive power of Tourism Impacts to Tourism Opinions (SET), Tourism Opinions to Communication, and Communication to Adjustment. Additionally, t-tests were conducted to measure any potential differences between Expatriates and Nationals, in light of the factors established from the aforementioned factor analysis. The results have been provided in Figure 6-13, where the percentages reflect the amount of significant variance explained in the respective factors. Percentages in bold reflect the total variance explained in that factor, while the other percentage figures reflect the amount of explained variance because of the cause factor. For example, 35.7% of the variance in TO Satisfaction Business was explained by the TI factors, of which, the largest single contributor was TI Social Benefits, explained 58.5%.

Several important adjustments to the model are required based on the results explained in this chapter. Firstly, the expectations of SET – positive tourism impacts result in positive tourism opinions, and vice versa – were not apparent. The connection between Tourism Impacts and Tourism Opinions was predictively weak, although non-predictive correlations were better. Furthermore, the connection between negative impacts and negative opinions were poor, suggesting that even if individuals perceived negative impacts of tourism, it did not translate into negative opinions.

Secondly, the effectiveness of SCT as a communication intermediary between tourism and adjustment was not supported, with SCT relating poorly to both tourism and adjustment. Hence tourism was connected directly to adjustment where stronger connections and relationships were apparent.

Finally, the statistical model generally reflected poor variance percentages – both predictive and non-predictive – with a few exceptions. These low percentages, and corresponding weak relationships, are indicative of either missing variables or poorly constructed variables. Given the rigor in the development of the questionnaire – grounded in literature and qualitative interviews and thorough pilot and reliability testing

– the former scenario is more likely. Since the questionnaire was grounded in literature and interview results, it is suggested that variables external to standard tourism and expatriate analysis are present which moderate or mediate the relationship of each and between the two. Olya et al. (2017) and Olya and Gavilyan (2016) , for example stress the issues of applying Western theories – notably SET in their case – to non-Western contexts. This could partially explain the low scores found here; further adjustments are required to both tourism and expatriate theory to control for e.g. culture and cultural perceptions, which could improve results.

Overall, therefore, an apparent relationship between tourism and expatriate adjustment is apparent, however further exploration is required to uncover further mediating variables which could strengthen the statistical relationships between the two bodies of literature.

As depicted in Figure 6-13, only few significant differences were uncovered between expatriates and Emiratis, suggesting that on the whole there were few areas where expatriates and Emiratis differed from one another in terms of Tourism Impacts, Tourism Opinions, and Adjustment.

The element of SET was ascertained by measuring the predictive nature of TI on TO. Results suggest that of their respective variance, 35.7% of TO Satisfaction Business, 25.9% of TO Satisfaction Understand, and 13.2% of TO Dissatisfaction were attributable to Tourism Impacts. Through these predictive relationships, the positive Tourism Impact (TI Social Benefits) was the best predictor of TO Satisfaction Business ($\beta=.585$, $p=.000$) and TO Satisfaction Understanding ($\beta=.478$, $p=.000$), within the respective models. Additionally, TI Social Benefits was also the best predictor of TO Dissatisfaction, in an inverted sense, whereby TI Social Benefits explained the opposite of TO Dissatisfaction ($\beta=-.233$, $p=.000$). Of TO Dissatisfaction, TI Social Environmental Costs accounted for the largest single predictor of TO Dissatisfaction ($\beta=.247$, $p=.000$). This would suggest that the positive aspects of TI related reasonably well to positive Tourism Opinions, and inversely to negative Tourism Opinions, alluding to the presence of some form of SET.

Analysis of the impact upon and of the Communicator factors returned few significant predictions, with the only significant relationship being very weak at only 4.8% between the TO Factors and ADJ Comfort. This occurrence would seem to suggest that the

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Communication factors did not share a strong, significant predictive relationship between either SET or Adjustment.

The factors of Adjustment were measured for their predictive relationship to SET, via TO. Results suggested that of the variance, TO explained 24.5% of ADJ Comfort, 4.2% of ADJ Personal, and 35.2% of ADJ Tourism. Within these factors, TO Satisfaction Business and TO Satisfaction Understanding appeared to play the greatest role, with TO Satisfaction Business explaining the greatest single variance in ADJ Comfort ($\beta=.269$, $p=.000$) and TO Satisfaction Understand explaining the greatest single variance in ADJ Tourism ($\beta=.581$, $p=.000$). Therefore, overall, Adjustment would appear to be explained well by Tourism Opinions, with a quarter to a third of the variance in the Adjustment factors being explained by Tourism Opinions.

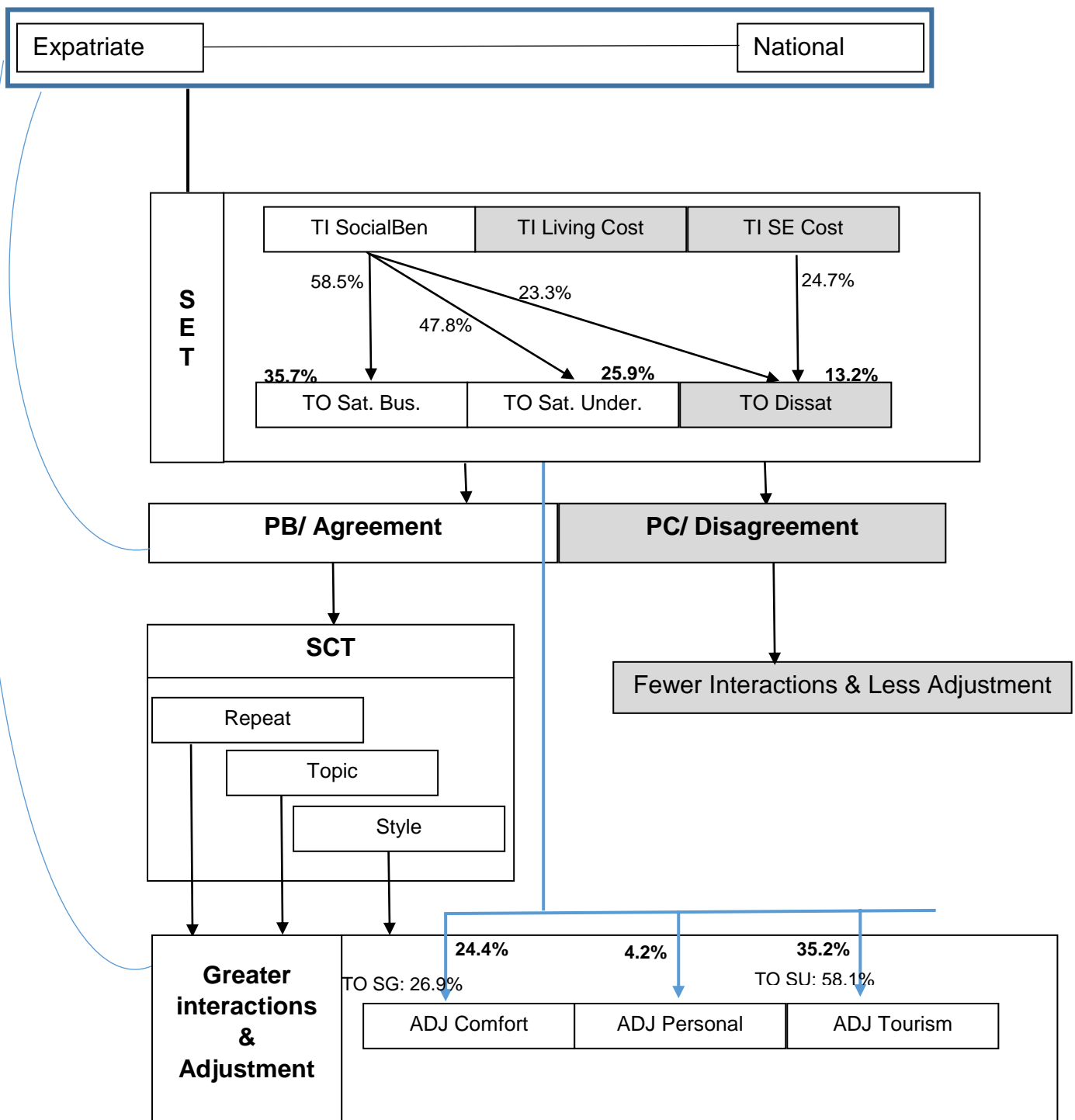


Figure 6-13:
Tourism in Expatriate-National Adjustment Factors and Multiple Regressions

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

The following Table 6-55 provides a summary of the key results explained in this chapter. The table has divided these results into their respective objective and stage of analysis – Descriptive, Model analysis, and Hypothesis testing.

*Table 6-55:
Summary of Key Results*

Objective	Analysis	Key Result
I – Support for tourism	Descriptive	High means and low standard deviations suggest participants were more agreeable with the positives of tourism than the negatives.
		The importance of categories of tourism impacts were ranked as economic, living standards, environment, and social-cultural, respectively.
	Model	Tourism Opinions reflected low predictive relationships with Tourism Impacts, contradicting the expectations of SET. Non-predictive correlations returned stronger relationships.
	Hypotheses	<p>H1a: No statistical differences between expatriates' and nationals' perceptions of tourism were evident.</p> <p>H1b: No statistical relationship was present between duration of residency and perceptions of tourism.</p> <p>H1c: No statistical relationship was found between residents' cultural distance and perceptions of tourism.</p> <p>H1d: No statistical differences between participants' employment in tourism and perceptions of tourism were found.</p>

*Table 6-55 continued:
Summary of Key Results*

Objective	Analysis	Key Result
II – Expatriate and national adjustment	Descriptive	Greatest agreement (high means and low standard deviations) was found with personal factors – being open minded, being adaptable etc. – facilitating past adjustment
		The five arenas of adjustment developed in the qualitative first stage were ranked according to importance as: Myself, the Destination, Exposure opportunities, the Company, and Hosts, respectively.
	Model	Predictive relationships between tourism and the communication theory SCT was very low. Non-predictive correlations were present, but remained weak.
	Hypotheses	H2a: No statistically significant differences were found between expatriates and nationals in terms of their adjustment.
		H2c: No statistically significant relationship was found between cultural distance and adjustment.
		H2e: No statistically significant relationship was found between duration of residency and adjustment.
		H2g: Some statistically significant relationships were found between previous experience and adjustment
		H2i: No statistically significant differences were found between Third Culture Kids and adjustment.
		H2k: Some statistically significant relationships were found between personality and adjustment (Talkative, New experiences, Organised, Easy going, Accepting, and Confident).
III – Tourism in expatriate-national adjustment	Descriptive	Tourism-related factors were the lowest scoring (low means and high standard deviations) out of factors that helped expatriates and nationals adjust in the past.
		Tourism-related factors (through the Exposure Arena) was ranked as the third most important factor in helping adjustment and scored more positively in facilitating future adjustment.
	Model	Adjustment was partially explained by opinions of tourism with mediocre predictive relationships being present.
		Non-predictive correlations between tourism impacts and opinions and adjustment suggested slightly stronger relationships.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Table 6-55 continued:
Summary of Key Results*

Objective	Analysis	Key Result
IV – Current relationship and degree of attachment between expatriates and nationals	Descriptive	Mostly positive (high mean and low standard deviations) were found concerning participants' attachment to Dubai
		Respect between expatriates and nationals and having friends expatriate/national friends were neutrally scored and had relatively high standard deviations.
	Model	Current relationship between expatriates and nationals was established as being relatively positive.
	Hypotheses	H2b: No statistically significant differences were found between expatriates and nationals in terms of their attachment.
		H2d: No statistically significant relationship was found between cultural distance and attachment.
		H2f: Some statistically significant relationships were found between duration of residency and attachment.
		H2h: No statistically significant relationship was found between previous experience and attachment.
		H2j: No statistically significant differences were found between Third Culture Kids and attachment.
		H2l: Few statistically significant relationships were found between personality and attachment (Talkative, Organised, Easy going, and Accepting).

Source: Author

CHAPTER: 7. CONCLUSION

7.1. Introduction

This study was designed to explore the impact of tourism on the process of expatriate and national adjustment. The role of tourism in expatriate adjustment offers a potential new tool which can be applied by governments and businesses which not only helps expatriates to adjust, but can additionally offer further economic, socio-cultural, and environmental benefits, commonly expected and accepted from tourism. Through a mixed methods approach, perceptions of tourism were established and compared to the mechanisms through which expatriates and nationals adjust in Dubai.

The theoretical underpinnings of this study has been based on Social Exchange Theory (SET) through Community perceptions of tourism, expatriate adjustment – including the three facets of adjustment (Black et al., 1991), and Symbolic Convergence Theory (SCT). SET explained the support for tourism, based on a positive correlation between tourism impact and tourism opinions. Expatriate adjustment and the three facets explained how expatriates adjust to their host destination. This study's fundamental premise was to make a connection between tourism and adjustment. SCT was used to predict how a connection between tourism and adjustment could be spread to a wider population. To allow for a more accurate measurement of this possible relationship, one aim was set which were geared to answer the research question "What is the role of tourism in expatriate-national adjustment in Dubai?". This aim 'To explore perceptions of, and use of tourism in adjustment between expatriates and nationals in Dubai' was addressed through four objectives; I: To develop a conceptual framework for analysing expatriates' and nationals' support for tourism; II: To review and analyse the literature on expatriates' and nationals' adjustment to each other; III: To analyse the influence of tourism on expatriates' and nationals' adjustment to one another in the UAE; and IV: To analyse the current relationship and degree of attachment between expatriates and nationals in the UAE. In order to answer this study's objectives, and consequently the aim and research question, a two-stage, mixed methodological approach was adopted whereby qualitative face-to-face interviews were conducted with expatriates and nationals. This laid the ground work for the creation of a quantitative questionnaire which was then distributed to a wider sample of expatriates and nationals.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

This predicted interaction was proposed and tested through the model in Figure 7-1, which has been further divided into the relevant objectives of the study.

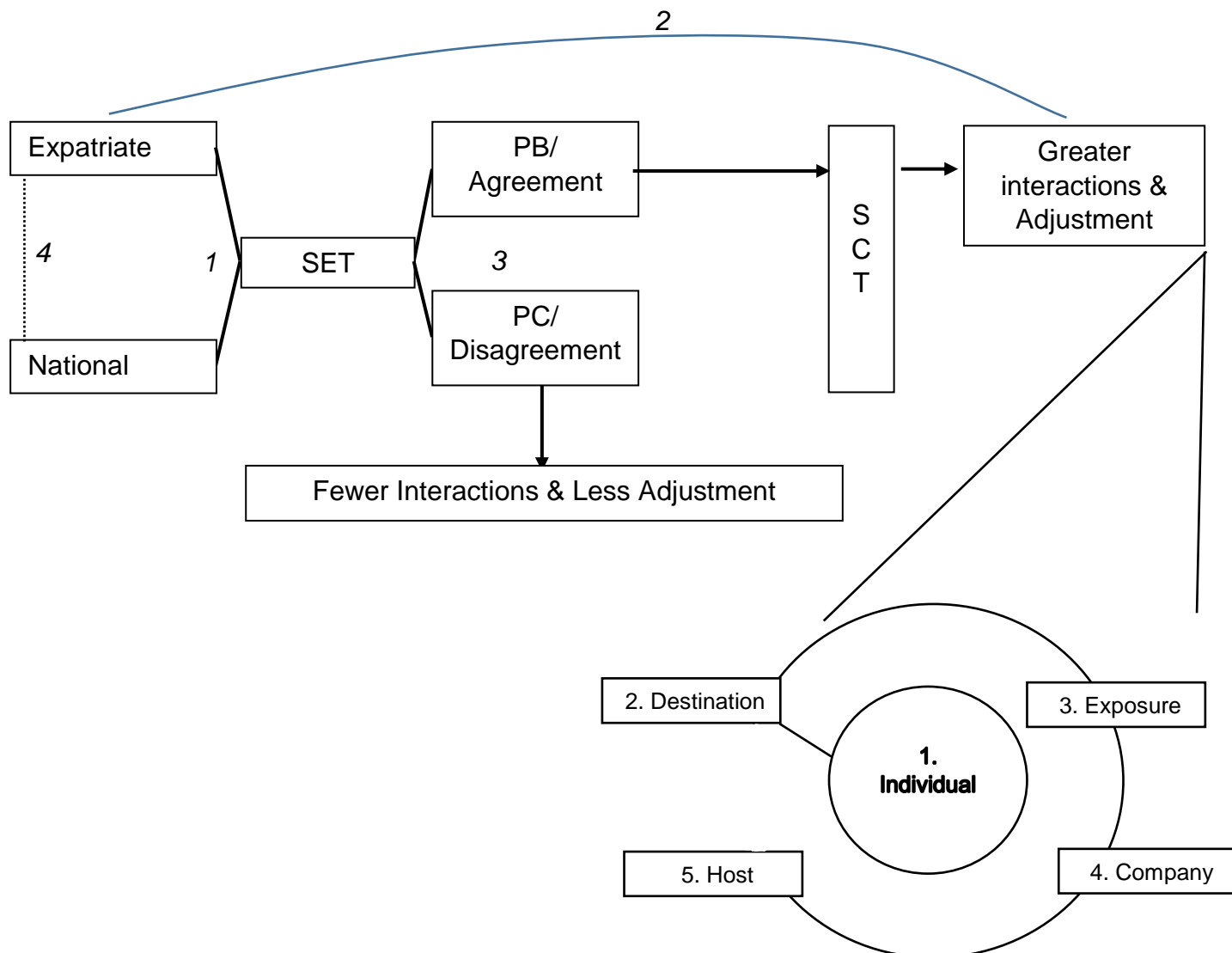


Figure 7-1: Tourism in Expatriate-National Adjustment Relationships
Source: Author

In the model, Objective I (point 1 in the model) measured the support for tourism from expatriates and nationals to uncover any similarities or differences between them. By gathering this information, it was possible to establish how individual's perception of tourism would impact their opinions and their degree of interaction with the tourism system. This was measured through Social Exchange Theory (SET) where perceived positive impacts of tourism were expected to beget positive opinions of tourism (Ap, 1992; Lawler, 2001). The second objective (point 2 in the model) considered the process through which expatriates and nationals adjust to one another. In this

objective, the qualitative interviews offered the five Arenas of Adjustment to explain how expatriates and nationals adjusted, whilst the quantitative questionnaire tested the generalisability and applicability of these Arenas. With perceptions of tourism and adjustment methods established, Objective III (point 3 in the model) was then able to study the role tourism played in expatriate and national adjustment. Here, it was suggested that perceived benefits (PB) of tourism from SET would enable tourism to function as a mechanism of adjustment, while perceived costs (PC) would counter adjustment methods. The fourth objective (point 4) allowed an adjustment baseline to be established, measuring expatriates' and nationals' existing perceptions of one another and the destination to be established, largely from an empirical stand-point. Here, it was expected that positive impacts of tourism would create positive opinions of tourism (Objective I) which, combined with the mechanisms of expatriate and national adjustment (Objective II), could encourage further adjustment (Objective III) and develop and improve the existing relationship (Objective IV) and through Symbolic Communication Theory (SCT), be expanded to the wider population beyond only those involved in the initial interaction.

The general results, in relation to the fundamental premise of the study, suggested that while tourism did not play the significant role predicted in the model, a statistically significant relationship was present. This relationship positioned tourism as an element of adjustment as well as a mechanism through which adjustment can be encouraged. This study also placed tourism as an element of the 'Exposure Arena', of one of the five Arenas of Adjustment. Therefore, while the expected prominence of tourism was not present, tourism was nevertheless a component which has not been considered in the extant literature.

This chapter will, through examining the four objectives, review the theoretical underpinnings, consider the empirical data, and place the results of this study in the context of findings from the extant literature. This chapter will also identify the key theoretical and practical contributions of this study, before reviewing the managerial implications of the study, the limitations experienced, and the areas of future research.

7.2. Objective I: Expatriate and National Support for Tourism

The first objective of the study considered the development of a conceptual framework to analyse support for tourism from expatriates and nationals living in Dubai, UAE. Expatriates' and nationals' perspectives were considered through the approach of

Community perceptions of tourism, with the aim of exploring their perceptions of tourism. While significant literature exists exploring community perceptions of tourism (Andereck et al., 2005; Ap, 1992; Choi & Murray, 2010), the perceptions of tourism disaggregated in terms of residential status – that is expatriate or national – has not been considered. The closest inclusion of expatriate and national perceptions of tourism occurred from the perspective of second-home tourism (Kaltenborn et al., 2008). The disaggregation of perceptions between expatriates and nationals is a significant omission due to the increasing number of expatriates globally (Bailey & Dragoni, 2013; Dutt & Ninov, 2017) and their influence, and in some cases, dominance in some destinations (Isakovic & Whitman, 2013; Krich, 2015). In an increasing number of destinations, both tourism and expatriate numbers are growing, and yet the perceptions of the expatriate community of tourism has not been considered. Socially, this absence reflects the loss of a community's voice. From a tourism perspective, a potentially key stakeholder has been ignored; expatriates may work with tourists, or at the very least, interact with them, and yet their perception of tourism has yet to be considered.

In the literature, support for tourism has typically been assessed through the theory of SET which proposed that positive impacts of tourism would result in positive opinions of tourism, while negative impacts would result in negative opinions (Ap, 1992; Lawler, 2001; Perdue et al., 1990; Vargas-Sánchez et al., 2011; Yoon et al., 1999, 2001). The qualitative interviews explored participants' perceptions of tourism between expatriates and Emiratis, while the quantitative questionnaire measured the extent of tourism impacts and opinions in Dubai to measure the potential relationship between tourism impacts and opinions and the presence of any demographic differences. This component of the model has been reflected in Figure 7-2.

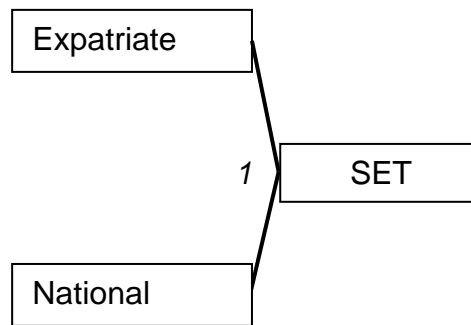


Figure 7-2:
Objective 1 Model section
Source: Author

The extant literature has frequently referred to SET to explain the formation of tourism opinions, wherein positive perceptions of tourism impacts created positive opinions of tourism (Ap, 1992; Lawler, 2001; Perdue et al., 1990; Vargas-Sánchez et al., 2011; Yoon et al., 1999, 2001). Much existing discussion supports the proposition, with little disagreement among different researchers. Most discussion considers the specifics of economic tourism impacts (Andereck et al., 2005; Harrill, 2004; Kaltenborn et al., 2008; Korça, 1998; Pérez & Nadal, 2005; Pizam, 1978) as well as personal benefits from tourism (Andereck et al., 2005; Ap, 1990; Harrill, 2004; Kaltenborn et al., 2008; McGehee et al., 2002; Oviedo-Garcia et al., 2008; Perdue et al., 1990; Teye et al., 2002; Vargas-Sánchez et al., 2014; Williams & Lawson, 2001) resulting in support for tourism.

Quantitatively, participants were very supportive of the positive elements of SET, suggesting that participants 'Agreed' with economic, leisure, and cultural impacts of tourism in Dubai. However, participants were less agreeable with regards to more negative variables, such as increased traffic, increased housing costs, and increased living costs. Overall, therefore, participants perceived tourism in a very positive light (Faulkner & Tideswell, 1997), with participants largely agreeing with the positive elements of tourism impacts. Such a result is not uncommon within the literature, with a number of other studies also finding greater agreement with positive tourism impacts than negative (see for example Liu & Var, 1986; Perdue, Long, & Allen, 1987; Perdue et al., 1990; Yoon et al., 1999). Existing literature has commonly considered the various elements constituting community perceptions of tourism and the impacts of tourism on a society according to the residents (see Table 2-1), with economic impacts benefiting from the most discussion and, at least, the most consistent findings (see Sharpley, 2014). In most research, including this study, economic variables have received very positive scores, suggesting that economic impacts of tourism are at the forefront of

individuals' minds, and are mostly considered in a positive light. This study further clarified this aspect directly by asking participants which type of factor is the most important in their opinion. As with existing literature, economic factors came out on top, followed by Living standards, Social, and Environmental factors. Of these, living standards are a new addition, not considered in previous literature and have included elements such as the cost of living, the quality of education, rent, quality of services, quality of shopping etc. These findings add to the existing literature by clarifying participants' ranking of these areas, while existing literature has considered how participants score these areas in terms of satisfaction with tourism impacts, and not degree of importance.

In terms of SET, the presence of a predictive relationship between Tourism Impacts and Tourism Opinions was somewhat present, suggesting that Tourism Impacts did explain degrees of Tourism Opinions (Choi & Murray, 2010; Harrill, 2004; Liu & Var, 1986; McGehee, 2004; Nunkoo & Ramkissoon, 2011). However, results were weak, suggesting that only a small portion of the variance in Tourism Opinions was explained by Tourism Impacts. While these values were low, they are also not uncommon, with some extant literature finding similarly low scores (see Choi & Murray, 2010; McGehee, 2004). To further explore the relationship between Tourism Impacts and Tourism Opinions, correlations were also carried out, which returned much stronger significant relationships. The relatively weak predictive relationship and high number of medium to strong correlations between Tourism Impacts and Tourism Opinions could reflect the nuances of the empirical base of Dubai; questionnaire results were very positive for both the impact and opinions related to tourism, suggesting that correlations would be present, even if they were be predictively weak. This could reflect an understanding among participants of the value of tourism for Dubai. Tourism is clearly a major component of Dubai's competitiveness, with a tourist-to-resident ratio of about 5.35:1 and planned to increase to 10:1 (estimated from Dubai Statistics Center, 2017 and; UNWTO, 2014), with a plethora of hotel and tourist-orientated activities (Faisal, 2006). As a result, it is possible that residents did not see the relationship between Tourism Impacts and Tourism Opinions because of their perceived importance of value of tourism for Dubai. Additionally, as most participants were expatriates, it could be suggested that since Dubai is not a viable long-term residence, due to current visa restrictions, they perceive less opportunity, or have less interest, to get involved in

tourism and hence hold more positive opinions. That is, because they do not see the ability, need, or right to get their opinion heard, they are less concerned with tourism's impact on Dubai, provided it continues to provide a means of remaining through its positive economic impacts (see Choi & Murray, 2010; Madrigal, 1995; Teye et al., 2002). Similarly, Olya and Gavilyan (2016) and Olya et al. (2017) described issues relating to applying Western-developed theories in developing nations. This study supported this concern, with SET not applying as well as it has in previous literature. Dubai, as with many developing nations, has not developed organically and independently from tourism, but tourism is a component of Dubai's development. Therefore any lack of support for tourism could be seen as a lack of support for Dubai's development and the corresponding prosperity – an unacceptable opinion where adherence to authority is expected and questioning authority is frowned upon or illegal (see Al Subaihi, 2017). In a similar light, due to the lack of community involvement in decision making, SET may not be supported in this study because whether an individual perceives tourism positively or negatively holds no impact on any policy decision that will actually be implemented (Khomsi & Kadri, 2017) and consequently, perceptions of tourism do not correlate well with support for tourism– or the lack thereof.

The lack of an apparent connection between Tourism Impacts and Tourism Opinions found here has consequences for other tourism destinations as well as theoretically. If this relationship is due to the expatriate dominant society of Dubai, other destinations on a similar trajectory, such as Singapore (BBC News, 2013), may also experience this lack of connection between Tourism Impacts and Tourism Opinions. In turn, this could be indicative of a more removed expatriate, one who is less concerned with the well-being of the destination, than a national. If, instead, this is due to the heavy tourism numbers and importance of tourism for Dubai, destinations which are pursuing tourism as a new source of revenue, may also experience a situation where opinions are formed, almost regardless of the actual impacts. It is possible that this observation reflects a more rational individual, one who is more aware of the 'big picture' and who will, consequentially, be more understanding of tourism. Such an observation may also suggest that participants view many of the 'negatives of tourism' as negatives of general city life and city development, therefore not attributing the negative aspects experienced to tourism (see Faulkner & Tideswell, 1997).

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

In a similar light to the literature, interviewees, while mostly viewing economic impacts more positively, considered the socio-cultural impacts in a more balanced perspective. In contrast, the literature has rarely considered socio-cultural impacts so specifically (Choi & Murray, 2010). Strikingly, participants commented on the lack of cultural assets and cultural tourism products available in Dubai as an area of concern among participants. That is, one of the biggest disappointments of participants was not the negative impact of tourism on Dubai's culture, but the lack of culture being represented in Dubai's tourism. This was best reflected by an Emirati participant:

OK, of course we would want to be the best place for all the activities, family, fun, and you know, best shopping places and whatever, all that, but at the same time it does not show any of the tradition that we have. (P10)

This is an aspect not occurring in the literature, likely because of the nature of Dubai's growth; Dubai has grown at such extreme rates that the local culture has been suppressed in favour of more internationally-known and established services and experiences. Support for such international preference can be inferred from the range of 'must-see' attractions in Dubai, with 'true', traditional Emirati cultural attractions being notably rare (see Trip Advisor, 2017). Aside from the loss of potential adjustment opportunities due to the lack of cultural displays in destinations, such concerns indicate a desire amongst both expatriates and nationals to see the host destination's culture. Among expatriates, this could reflect a wish to see and experience the unique elements of the host destination as opposed to experiencing a 'standard' cosmopolitan city. If such a perspective is present, further research is required to explore not only how this differs between different expatriates – notably self-initiated from company-sent – but also further connotations of this; does this mean that expatriates have a desire to be reminded of where they are, or where they are not, as opposed to displays reflecting more international settings, and if so, why? Given that participants' comments arose around the tourism offerings, this may suggest that tourism is perceived as the vehicle to portray and experience the destination's culture.

This study generated a number of hypotheses designed to consider the areas of discrepancy or lack of literary consideration in terms of tourism and/or expatriate adjustment reflected in Table 2-2, including the role of the place of birth, the length of residency, employment in tourism, and the cultural distance of residents compared to tourists and hosts. Pertinent to objective I were the possible disconnect between

expatriates and Emiratis, the length of residency, the role of cultural distance, and participants' employment in tourism relating to perceptions of tourism. In all cases, no significance was found, suggesting that these factors had no impact on perceptions of tourism. This reflected more consistent, widely-held perceptions of tourism, regardless of an individual's demographic characteristics. Consequently, it appears that demographic characteristics do not act as antecedents to perceptions of tourism impacts or tourism opinions and hence strategies adopted by businesses or governments with the aim of improving perceptions of tourism will not be greatly hindered by the different demographic traits of the population, provided it is seen as benefitting the destination.

While beyond the scope of this study, an observation was made in terms of the discrepancy between perceptions of tourism and tourists (Sharpley, 2014; Woosnam, 2012). One finding from the interviews suggested that individuals viewed tourists' behaviour as a negative perception of tourism (Zaidan, 2016). Partial quantitative analysis on this variable returned low levels of agreement from participants, suggesting that individuals generally did not agree with the negatives of tourist behaviour, although they did agree with the positive impacts of tourism. This result contradicted previous results from Zaidan (2016), who found participants in the UAE were dissatisfied with tourist behaviour. The difference in results between this study and Zaidan's could be due to the involvement of expatriates in this study over Zaidan's who only surveyed Emiratis.

As a result of this study, a number of contributions to existing literature were offered, which have been reflected in Table 7-1. Firstly, the inclusion of expatriates in community perceptions of tourism research allowed the opinions of a previously excluded section of the community to be accounted for. Furthermore, the applicability of SET to the expatriate community and a Middle Eastern setting was also provided. This study has consequently added to the growing literature calling for the development of more relevant non-Western theories which may prove more successful and acceptable in international settings. This study has additionally provided insight into individual's personal weighting of tourism impacts. Past studies have found which factors participants support more, but not which participants consider to be the most important. This is a subtle, but significant difference, allowing future research to further test individual's perception of tourism, given that economic factors are perceived as the most important. Finally, this study has found insufficient evidence to support the

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

impact of a number of demographic factors on perceptions of tourism; that is, whether individuals support tourism or not does not appear to be influenced by their demographic traits.

7.3. Objective II: Expatriate and National Adjustment

The second objective of this study reviewed and analysed the nature of expatriate and national adjustment to one another, and is reflected in Figure 7-3, from the model. In the literature, a number of studies have offered insight into expatriate adjustment with different empirical bases (see Andreason, 2003; Black, 1988; Black & Gregersen, 1991a, 1991b; Toh et al., 2012). The focus on the national has, however, received limited consideration (cf. Toh & DeNisi, 2003, 2007; Toh et al., 2012), especially concerning their degree and methods of adjustment to hosting expatriates. The limited consideration of the national warrants further analysis, especially given a destination like Dubai where nationals are outnumbered by expatriates (Isakovic & Whitman, 2013).

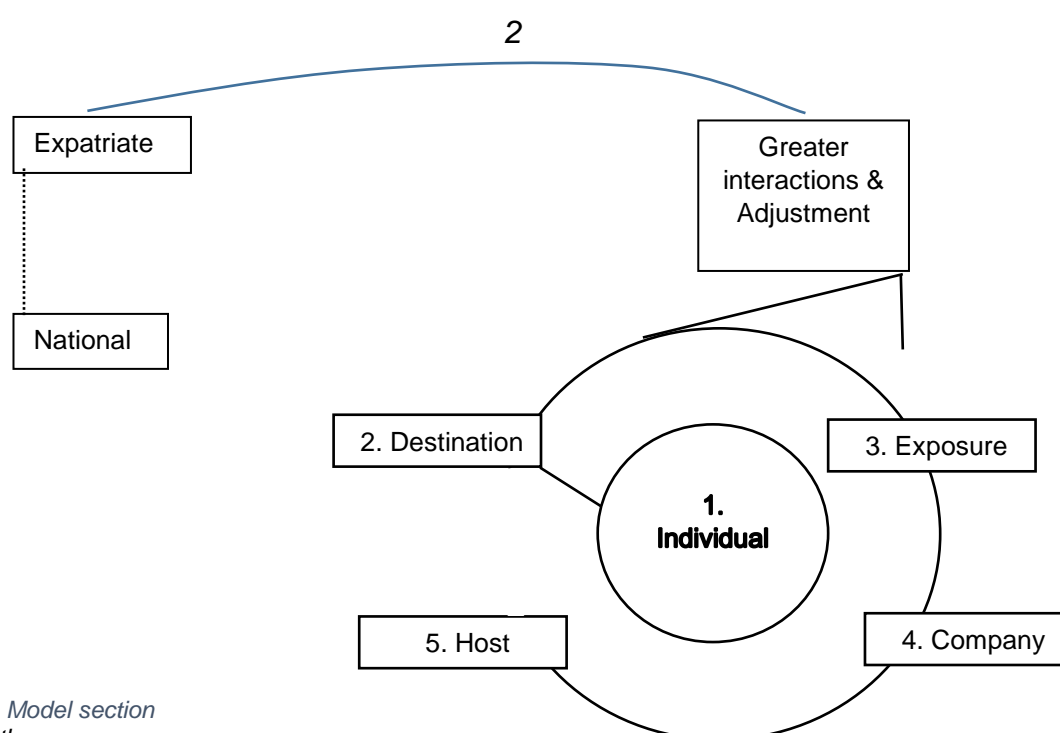


Figure 7-3:
Objective 2 Model section
Source: Author

In the extant literature, a frequent theoretical base in analysing expatriate adjustment has stemmed from the three facets of adjustment, originally proposed by Black et al. (1991): work adjustment, general (cultural) adjustment, and interaction with the host (Andreason, 2003; Black, 1988; Black & Gregersen, 1990, 1991a; Isakovic & Whitman,

2013). These three facets have also occurred and been further developed in the qualitative interviews, referred to here as the five Arenas of adjustment. The five Arenas of adjustment differed from Black et al.'s (1991) facets, in that the five Arenas also reflected nationals' opinions as well as being methods of adjustment, whereas Black et al.'s (1991) facets were results of adjustment. That is, while the Company Arena, for example, reflected the role of the company in helping expatriates and nationals adjust to one another, Black et al.'s (1991) Work Facet suggested that adjustment to work was a component of expatriates' adjustment.

The final facet argued by Black et al. (1991) referred to cultural – general – adjustment, relating to the culture of the host destination (Isakovic & Whitman, 2013). Participants in this study provided results which divided this facet into three arenas: the individual, the destination, and exposure opportunities. Participants felt that adjustment was a very individualistic process and was dependent on the individual in question, and that the destination as a whole played a significant role. While Black et al. (1991) only considered the cultural nuances in adjustment, participants divided this into individual and destination related cultural elements, as well as additional non-cultural factors that would facilitate adjustment. Participants explained that as well as the cultural knowledge of the individual, their degree of interest and respect shown to the other party, personality, understanding, and social network – including the building of *wasta* or *guanxi* (contacts and networks) (Guo et al., 2017) – were all important in helping expatriates and nationals adjust to one another. The destination, on the other hand, provided culturally comfortable and convenient facilities and activities, and the role of the government provided an environment conducive to adjustment. This subdivision and further explanation expands upon the ideas developed by Black et al. (1991) to provide a more holistic perspective on expatriate and national adjustment.

A new perspective on expatriate and national adjustment was offered in the form of a ranking of these adjustment Arenas/facets. Participants in the quantitative component of the study believed that expatriate and national adjustment was best instigated through the individual, followed by the destination, exposure opportunities, the company, and the host, respectively. Such a clear ranking is a new addition to existing knowledge on expatriate adjustment (see Andreason, 2003; Black, 1988; Black et al., 1991). This ranking provides insight for both industry and academia in terms of which dimension is more effective at helping expatriates and nationals adjust to one another, according to their perception. From a business perspective, suitable trainings and

resources can therefore be focussed on finding the appropriate individual to become an expatriate, since this appears to be the most important area (Andreason, 2003, 2008; Shaffer et al., 1999). Theoretically, the understanding of expatriate and national adjustment can be improved and better analysed, by more thoroughly understanding the ranking of adjustment arenas. Furthermore, further research can develop this to consider if this ranking also explains a temporal process (see Black et al., 1991); first the appropriate individual should be sourced, then the appropriate destination-factors play an influence, followed by opportunities to meet one another, in this order.

The most significant contribution from this research relating to the second objective arose out of the five Arenas of adjustment. As explained previously, the five Arenas have further developed Black et al.'s (1991) three facets of adjustment by extending their utility – incorporating the national as well as the expatriate, and mechanisms of adjustment – as well as elaborating on the cultural facet to enable greater applicability and usefulness. Because of these extensions, greater insight can be offered into *how* expatriates and nationals adjust. It is therefore possible to further understand the importance of the individual, the destination, exposure opportunities, the company, and the host, respectively, in facilitating adjustment of both expatriates and nationals. From this, it can be possible to develop these Arenas to further explore types of individuals who may adjust at a faster rate, for example. Alternatively, more 'receptive' or 'adjustment-friendly' destinations, or activities can be researched. Furthermore, a potential process of adjustment could be considered; currently, the Individual has been ranked as the more important Arena, does this then suggest that adjustment begins with the individual, as proposed previously? The five Arenas therefore not only add to existing understanding on how expatriates and nationals adjust but also set the groundwork for future research to explore the most effective process of adjustment among expatriates and nationals.

Between the two methodologies, however, a slightly different pattern of adjustment was apparent. While the qualitative information reflected the importance of the five Arenas in current and future adjustment, factor analysis from the quantitative results showed a slight difference between current and future adjustment. Quantitative results provided three factors of Adjustment (ADJ), which relate to 4 of the 5 Arenas; ADJ Comfort related to the Arenas of the Destination and the Host, ADJ Personal related to the Individual Arena, and ADJ Tourism related to the Exposure Arena. In terms of

Adjustment Improvement (ADJI), this similarly provided three factors, relating to 3 of the 5 Arenas: ADJI Social related to the Exposure Arena, ADJI Support related to the Arena of the Company, and ADJI Understanding related to the Host Arena. While the quantitative confirmation was positive, the division in terms of the Arena relating to Adjustment or Adjustment Improvement was an important observation by adding to the understanding of expatriate and national adjustment, and justifying the methodological choice. While the qualitative interviews developed the 5 Arenas, the division between their impact on adjustment or adjustment improvement was not clearly established until the quantitative questionnaire (Cooper & Schindler, 2008; Lucas, 1999). From a practical stand-point, this division allows the utility of the 5 Arenas to be better established and implied, where all 5 Arenas offer adjustment opportunities, although greater future emphasis should be placed upon the Arenas of Exposure, the Company, and the Host. Previous research has stressed the important role of the company in facilitating expatriate adjustment - Black et al. (1991) consider the company, or work, as one of the three chief areas of adjustment, while other authors have described the role of pre-departure training and inductions in preparing expatriates for their experience (Andreason, 2003; Black & Mendenhall, 1991; Black et al., 1991; Brewster, 1995; Isakovic & Whitman, 2013; Jun & Gentry, 2005). This was, similarly, reflected in the qualitative interviews, although greater caveats were added. Participants in this study expressed concern about the accuracy of the training programmes and their impact upon promoting interaction between the host and the expatriate. This would therefore suggest that pre-departure training and inductions are necessary, although their accuracy and quality need to be further assessed. This would, in some way, support the findings of Toh et al. (2012) in terms of the possible presence of pre- and post-departure training. Participants described pre-departure training in a similar manner to Toh et al. (2012), while post-departure training was, instead, referred to as inductions. This still acted as post-departure training, although the role of the company was more directly reflected here as inductions were often provided by companies.

An important theoretical contribution was clarifying the position of several areas of contention uncovered from the literature, which is reflected in Table 2-3 and Table 2-4. The hypotheses aimed to explore the impact of individuals' residence status, cultural distance (Black & Gregersen, 1991b; Hemmasi & Downes, 2013), time in the UAE (Black & Gregersen, 1991b; Harvey, 2008), and if the individual was a Third Culture Kid or not (Lam & Selmer, 2004), all of which returned results favouring the null

hypotheses: no significant difference or relationship. Previous Experience as an expatriate did, however, provide results indicating some significant difference, especially with regard to the 3 factors of adjustment listed (Brewster, 1995). This suggested that if individuals had been an expatriate previously, adjustment was more likely to occur (Black, 1988; Shaffer et al., 1999), with the personal factor (Individual Arena) reflecting the greatest relationship. In terms of personality impacting adjustment, results suggested that individuals would adjust more if they identified themselves as being more talkative, open to new experiences, easy going, accepting, and confident (Caligiuri, 2000; Huang et al., 2005).

It is important to note that many of the specifics discussed in this study relating to adjustment can be heavily influenced based upon the empirical base of Dubai. For example, the discussion among participants on more events to allow expatriates to meet nationals may not be so valuable in different countries, where the ratio of expatriates to nationals favours the national. Alternatively, the value of such opportunities could prove to be similar to that of Dubai, instead favouring the national. That is, in Dubai, expatriates would attend such events to meet the minority national population, in other destinations, nationals may attend events to meet the minority expatriate. Therefore, the degree of adjustment could be the same, although a different party – expatriate or national – is favoured. Further research on this topic can help to empirically establish further international nuances, as explained at the end of this chapter in section 7.9. Regardless of the party being impacted, the development of the five Arenas offers the potential for a non-destination specific criteria to analyse the ability of an individual, destination, activity, company, or host to facilitate adjustment. Such a tool can rank and help individuals and destinations to develop into more adjustable individuals and sites.

Furthermore, the limited support for the demographic traits in influencing adjustment further implies the possibility of a universal toolkit for adjustment that can benefit any potential expatriate or host. The five Arenas could prove to be such a toolkit for adjustment. Academically, the general lack of support for these demographic elements adds to the convoluted nature of expatriate and national adjustment, one that may not have a straightforward answer, or at least an answer that has been found yet.

The results of this study have therefore offered several contributions in light of the expatriate literature, as summarised in Table 7-1. Firstly, the process of expatriate

adjustment has rarely explored Middle Eastern destinations, a popular destination for expatriates the world over, with Dubai being a case-in-point. Similarly, the process of national adjustment has also not been considered. While expatriates clearly must adjust to their new environment, the national may be required to likewise adjust to the presence of the expatriate population (BBC News, 2016b). The lack of any significant difference between expatriates and nationals found in this study could indicate the appropriateness of such consideration, while suggesting that practices to facilitate expatriate adjustment can also benefit the national. Another significant contribution lies in the five arenas of adjustment developed from the study, which have extended and enhanced Black et al.'s (1991) 3 facets of adjustment. The five arenas have allowed the adjustment of both expatriates and nationals to be considered, provided a process-based analysis rather than a result-based one, allowed further adjustment considerations to be specifically accounted – namely the individual, the destination, and exposure opportunities – and provided a ranking of these arenas in terms of their importance. The potential exists to then apply the five arenas to a variety of situations in future research allowing, for example, for the creation of a tool to evaluate the most appropriate expatriate, or expatriate-friendly destination. The final contribution to the expatriate literature lay in the general lack of demographic influence apparent in the study. This suggested that expatriate and national adjustment was not contingent on specific demographic characteristics such as previous expatriate experience, Third Culture Kids, or duration of residence, for example.

7.4. Objective III: Tourism in Adjustment

The third objective of the study analysed the role of tourism in the adjustment process of expatriates and nationals, with the prediction that tourism could offer a mechanism by which expatriates and nationals could better adjust to one another. It was proposed, as reflected in Figure 7-4, that expatriates who perceived positive impacts of tourism would encourage greater interactions with nationals, through tourism, causing greater adjustment between expatriates and nationals.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

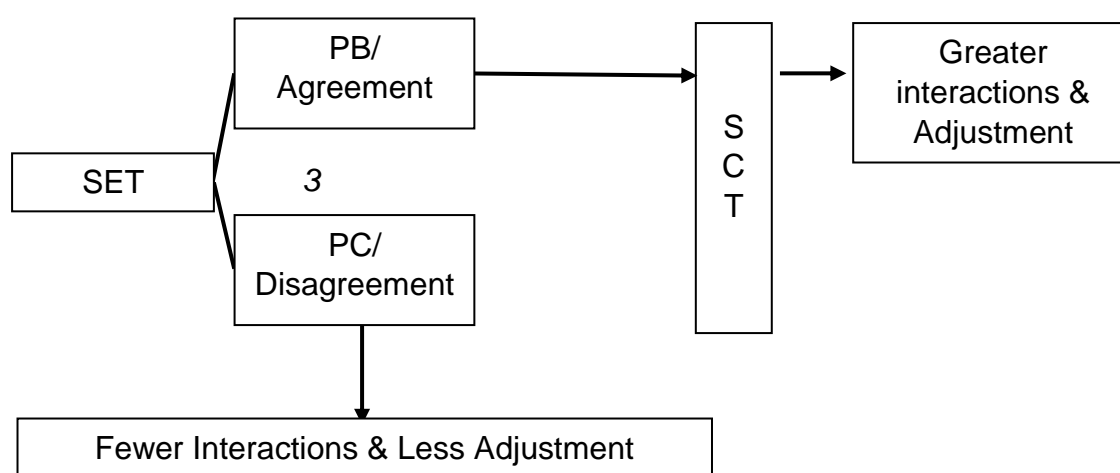


Figure 7-4:
Objective 3 Model section
Source: Author

Since this objective acted as the base premise of the study, no direct theory relates to the objective. Instead, several tourism and communication theories were analysed to explain how tourism could result in improved adjustment. From a tourism perspective, Social Exchange Theory (SET) (Ap, 1992; Lawler, 2001) was used to estimate support for tourism arising out of an individual's perception of tourism impacts. Such positive perceptions would result in greater interactions with tourists which, because of the impact of tourism from an educative sense (Dutt & Ninov, 2017), would allow expatriates and nationals to better communicate. Symbolic Communication Theory (SCT) (Bormann, 1972) was then expected to expand this impact to the wider community, in combination with Granovetter's Strength of Weak Ties (Granovetter, 1973, 1983), and Milgram's Social Network Analysis (Milgram, 1967), which theoretically proposed how information and news from those interacting could benefit a wider population.

The results of the qualitative interviews allowed the theoretical basis to be further explored through the development of the five Arenas, notably, the Exposure Arena. The Exposure Arena specifically focussed on opportunities for expatriates and nationals to meet and interact. Many factors mentioned in the Exposure Arena referred to tourism-related activities and hence provided a suitable theoretical base to further explore the role of tourism in adjustment. It was explained that tourism would provide an opportunity for expatriates and nationals to meet one another through the co-experience of tourism-related events and attractions. Through attendance at the events

or attractions, expatriates and nationals would be able to meet and engage with one another. The effect of this interaction would be spread to others by a 'ripple-out' effect where individuals would recount their experiences and explain what they had learnt to others, further enticing them to interact (Bormann, 1972). The proposed impact of SET, however, was not apparent (Ap, 1992; Lawler, 2001). Participants did not seem to consider the link between their perceptions of tourism and the corresponding impact of tourism on bringing expatriates and nationals together. However, part of the reason for this lack of apparent connection could be explained by the general lack of a connection explained between tourism impacts and opinions, as explained in section 7.2 concerning expatriate and national support for tourism.

From a quantitative perspective, the connection between SET and adjustment was more apparent, with support for SET appearing to demonstrate that positive opinions of tourism could be used to influence adjustment (Ap, 1992; Choi & Murray, 2010; Harrill, 2004; Lawler, 2001; Liu & Var, 1986; Nunkoo & Ramkissoon, 2011), although results were relatively weak. The discrepancy in findings here points towards the need and value of a mixed methodological study. Qualitative findings reflected an apparent lack of a connection in participants' minds between tourism impacts and opinions (Olya & Gavilyan, 2016; Olya et al., 2017), and also did not seem to demonstrate a connection between SET and adjustment, that is tourism had an impact, regardless of an individual's perception of tourism. The quantitative results, however, would appear to reflect an impact of SET on adjustment where positive opinions resulted in better adjustment, albeit weakly.

As with the second objective, further quantitative results considered the impact of demographic discrepancies within the literature on adjustment (see section 7.3). In this case, however, the specific impact on adjustment due to tourism (ADJ Tourism) was measured. In this light, a difference did occur between expatriates and Emiratis with the latter expecting greater adjustment due to tourism. This nationality difference suggests that the heterogeneous resident community warrants further consideration, beyond combining all residents as a homogenous 'host' (Fallon & Kriwoken, 2003; Gu & Ryan, 2010; Sharpley, 2014). While the difference between expatriates and Emiratis is a noteworthy observation, it should be recognised that the difference may be present due to the lack of Emirati participants. The only other aspect where a difference was present between the results of objective 2 and 3 was with regards to the personality trait of nervousness (neuroticism). Nevertheless, such a difference could be explained,

thanks to the qualitative interviews, due to interview participants' beliefs that tourism may allow for greater exposure and awareness-building opportunities (Belise & Hoy, 1980; Crouch & Ritchie, 1999; Fletcher, 2005; Reisinger & Turner, 2003; Yoon et al., 2001) as well as directly providing information about expatriates or Emiratis to the other party. In the case of the relationship between neuroticism and adjustment due to tourism, it is possible that such a result was present due to participants' beliefs that Dubai's tourism product is well structured and could offer a clear programme through which individuals could adjust.

A relationship was, therefore, found between tourism and adjustment, albeit, not to the extent predicted. Nevertheless, a statistically significant relationship was present, which can be expected; both expatriates and tourists are transient populations and go through a similar process of learning, appreciation and, potentially, self-reflection, with time, and possibly, purpose of travel being the significant differences. The presence of the relationship can suggest this similar process is present between the two populations. Tourism activities provide tourists with information on the destination, assuming a short time-frame. Such activities can also benefit the expatriate since they can gain insight into the destination, the culture, and the host, in a relatively short period of time. While the depth, and potentially, quality of the information may be lacking, the expatriate has the time to explore further and gather more applicable and insightful information to aid in their individual adjustment. Again, tourism can assist here through the attendance at tourism activities, as mentioned in the interviews, or the hosting of visiting friends or relatives, wherein the expatriate may be required to provide information (Dutt & Ninov, 2017). A further addition of tourism here was through the form of outbound tourism where, as suggested by expatriate participant 25, outbound tourism could provide nationals with information and experiences they could apply when back in the UAE when interacting with expatriates. A scenario has recently occurred which can act as a case-in-point where an expatriate couple experienced an issue upon arriving in a destination on holiday from the UAE and were helped by a national fellow passenger (Geranpayeh, 2017). One of the expatriates commented "This was a nice little final reminder of how generous people can be over here [in the UAE]" (Geranpayeh, 2017, para. 19). This scenario, although slightly different to that proposed by participant 25, provided expatriates with the opportunity to interact with

and learn about the national in different context. The results indicate this occurrence may exist and invites further analysis to understand this in more depth.

Due to this apparent relationship, combined with the lack of apparent influence from demographic factors, it is therefore possible to suggest that from a practical tourism perspective, initiatives can also result in benefits for the wider expatriate population. As governments pander to the wants and needs of tourists to reap tourism-related benefits (Ap, 1990, 1992; Reisinger, 2009; Ryan, 2003; Swarbrooke & Horner, 2007), they are providing more facilities which can also improve expatriates' and nationals' adjustment to each other by providing opportunities for cross-exposure, as well as learning opportunities. The impact of tourist facilities has been discussed in the community perceptions of tourism literature where it has been proposed that community attendance at tourism facilities builds interest and support for tourism (Brida et al., 2011; Korça, 1998; Pérez & Nadal, 2005; Yoon et al., 2001). Findings from this study agreed and suggested that the facilities could also be used to help expatriates and nationals to adjust. To take advantage of this, expatriates should be encouraged to visit tourism sites, through a combination of legislation and/or incentives and discounts. Companies can also encourage, or be encouraged, to send their new overseas workers to tourism sites as part of the induction programme. The result will then be a more harmonious community, and more revenue for the local tourism sites. Andreason (2003), for example, proposed company intervention to facilitate family adjustment. With the apparent involvement of tourism, such a proposition can become easier since the activities designed for tourists can provide entertaining assistance to expatriates and their family (see, for example Bosco, 2015).

From the perspective of theoretical development, the involvement of tourism offers a new avenue of consideration within the expatriate literature on methods of adjustment. Currently, the extant literature frequently refers to a finite number of mechanisms to explain and facilitate adjustment. Such mechanisms include: the use of Black et al.'s (1991) three facets of adjustment: the cultural distance between expatriate and host (Andreason, 2003; Black, 1988; Black & Mendenhall, 1991; Isakovic & Whitman, 2013; Jun & Gentry, 2005), the duration of the assignment (Black & Mendenhall, 1991; Isakovic & Whitman, 2013; Jun & Gentry, 2005), previous expatriate experience (Andreason, 2003; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Brewster, 1995; Selmer, 2002; Shaffer et al., 1999), family adjustment (Andreason, 2003; Black, 1988; Black & Gregersen, 1991a; Isakovic & Whitman, 2013), degree of interaction

with the host (Black, 1988; Black & Gregersen, 1991b; Black & Mendenhall, 1991; Selmer, 2002; Toh & DeNisi, 2007), and personality (Caligiuri, 2000; Huang et al., 2005; Huff et al., 2014; Lawler, 2001). With the findings from this study, the degree of tourism development could become an additional element requiring inclusion and analysis. The relationship can be further explored to uncover further parallels between tourism and expatriation, whereby tourism theories and taxonomies can be similarly applied to expatriates. Likewise, the reverse is possible where expatriate theories can be applied to tourism understanding. As a result, the understanding of both tourism and expatriation can be developed and synergies uncovered between the two, facilitating the sharing of work between tourism and expatriate researchers (A. M. Williams & Hall, 2000). Several potential theoretical and practical questions can then be raised such as whether expatriates can become more effective tourism service providers and can expatriates be classified under similar taxonomies used in tourism?

In the case of Objective III, the contribution related to the impact of tourism on expatriate and national adjustment, as shown in Table 7-1. As detailed previously, tourism was seen in the qualitative and quantitative results as a mechanism through which the two parties can adjust to one another – notably by providing exposure opportunities. The transient nature of both expatriates (due to the lack of permanent residence) and tourists can facilitate synergies in terms of product offerings – experiences designed for the tourist can have positive effects for expatriates and their adjustment methods.

7.5. Objective IV: Current Relationship and degree of adjustment between Expatriates and Nationals

The fourth objective was designed to analyse the context of the empirical data, that is, in order to establish how the results of this study can be used to improve the situation in Dubai, the existing nature of the situation in Dubai needs to be established. This has been reflected in the model by point 4 and is replicated in Figure 7-5, following.

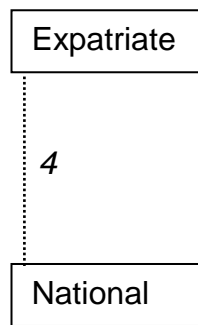


Figure 7-5:
Objective 4 Model section
Source: Author

Since this objective largely dealt with the empirical base, little theoretical underpinning was available from Dubai specifically. Even in the case of Isakovic and Whitman (2013), who studied expatriate adjustment in Dubai, the existing adjustment and relationship between expatriates and Emiratis had not been established. Previous research has established mechanisms through which the degree of attachment to the community can be established (Choi & Murray, 2010; Kaltenborn et al., 2008; Ninov, 2005). It is then possible to compare the results between expatriates and nationals to discover similarities or differences. Further specifics were developed out of the qualitative interviews and tested for generalisability in the quantitative survey.

The results of this study offer important insights into the current degree of adjustment that both expatriates and Emiratis have experienced in Dubai as well as the nature of the existing relationship between the two. Results from the interviews and the questionnaire suggest that both parties have adjusted well to life in Dubai and have a healthy relationship. Interviews reflected some slight areas of discrepancy between expatriates and Emiratis. These seemed to occur in two areas: one related to the acceptance of expatriates into the community, and the other related to the perception of Emiratis. Emiratis believed expatriates were very welcome to Dubai and were made to feel welcome. Some expatriates, however, felt that they were only made welcome to a certain extent; some expatriates felt that Emiratis were happy with expatriates in Dubai, but were not interested in more deep and personal interactions. In terms of the second discrepancy, expatriates often described a concern with interacting with Emiratis for fear of offending them. A perception existed whereby all Emiratis had significant power to be able to have any expatriate removed from the country, or imprisoned, at will. Of the few Emiratis who commented on this perception, most believed it to be a major fallacy, limiting expatriates' willingness to interact with them, while less agreed with the expatriate.

From a quantitative perspective, results did not reflect such a discrepancy. Overall, participants scored very highly, suggesting strong attachment to life in Dubai, this disagrees with Tung (1982) who cited figures of between 25% and 70% who would prematurely return of assignment, if the return is due to a lack of adjustment. In this study, participants returned scores suggesting that they would be sad to leave Dubai ($M=3.97$, $SD=1.02$). Further hypotheses measuring the difference between various demographic characteristics, including nationality (Domínguez & Maya-Jariego, 2008), cultural distance (Hemmasi & Downes, 2013), previous expatriate experience (Jun & Gentry, 2005; Selmer, 2002), Third Culture Kids (Selmer & Lam, 2004), and most personality traits, all returned no significance, suggesting that these factors had no impact upon an individuals' feeling to attachment to Dubai. Length of residency (Black & Gregersen, 1991b; Harvey, 2008) and the personality traits of being organised, easy going, and accepting, did all relate to attachment, where more attachment was felt if the individual had lived in Dubai for longer or identified as being more organised, easy going, and/or accepting. The value of personality is, however, convoluted; certain aspects of personality were found to have an impact on adjustment – organised, easy going, and accepting – while other areas did not, notwithstanding the importance of personality on adjustment (Caligiuri, 2000). These findings suggest that, in most cases – bar length of residency and personality, an individual's demographic characteristics bore no impact on their feeling of attachment to Dubai, which does contradict Isakovic and Whitman's (2013) findings where demographic differences were apparent. This difference could be due to the sample where participants were university academics and not reflective of the general population as reflected in this study. While this makes the understanding of attachment more complicated, it also suggests that someone of any demographic origin can, eventually, develop a feeling of attachment to the host destination. This result is somewhat supported by the extant literature; Andreason (2003, 2008), for example explained several elements which influence expatriate adjustment, most of which are learnable traits, suggesting that 'anyone' can learn the necessary skills to facilitate a smooth adjustment (Black et al., 1991; Shaffer et al., 1999; Shay & Tracey, 2009). Since demographics reflect a limited impact on attachment, it alludes to the potential for the five Arenas, from Objective II, to be applied in multiple destinations and for a thorough evaluation of the appropriateness of expatriates and/or destinations in terms of the most efficient expatriate adjustment.

The positive nature of the results here give credence to the value of the research on expatriate adjustment; the lack of demographic influence on adjustment implies that the suggestions and recommendations of the extant literature, most notably pre-departure training (Andreason, 2003; Black & Gregersen, 1991a; Black & Mendenhall, 1991; Black et al., 1991; Isakovic & Whitman, 2013; Jun & Gentry, 2005), can have wide-reaching implications, with relatively little modifications required. Furthermore, future research can focus on other factors which result in assignment failure or not. That is, if demographics do not seem to have an impact, do any other mitigating factors exist what may have an impact does?

From an empirical standpoint, results from this study have provided data concerning residents' level of attachment to Dubai, a topic which has not been empirically tested previously in Dubai or the Middle East (see Table 7-1). Furthermore, from an academic perspective, this study supported others who found little to no demographic impact on adjustment (Brewster, 1995; Isakovic & Whitman, 2013; Jun & Gentry, 2005). Additionally, demographic factors not previously tested in the extant literature – for instance, Third Culture Kids – also appeared not to have any significant impact on adjustment. It would therefore appear that what leads individuals to feel attached to their host destination is not related to a specific demographic trait, but possibly something related to their process of adjustment. It is here where the five Arenas, developed out of Objective II, could additionally offer further insight.

7.6. Key Contributions

The main question of the study was whether tourism could be used as a tool in expatriate adjustment. Research findings suggest that through the provision of interaction opportunities between expatriate and host, tourism can facilitate expatriate-national adjustment. The following Table 7-1 provides a summary of the contributions from this study, related to this research question, according to the relevant body of literature; Tourism, Expatriation, Tourism and Expatriation, or Research method. Four key contributions have been highlighted in Table 7-1 in bold and explained in depth later. These contributions reflect three theoretical and one empirical contribution: the use of SET for expatriation and national perceptions of tourism; the addition of the Five Arenas of Adjustment; the role of tourism in expatriate adjustment; and the inclusion of the Middle East in expatriate and tourism research. These four key contributions further

relate to the four objectives of the study. The first key contribution – Perceptions of tourism and SET for expatriates and nationals – reflects the first objective – the development of a conceptual framework for analysing expatriates' and nationals' support for tourism from expatriates and nationals. The second key contribution – the addition of the Five Arenas of Adjustment – covers the second objective – the review and analysis of literature on expatriates' and nationals' adjustment to one another. The third key contribution – tourism's role in expatriate adjustment – provides a response to the third objective; the role of tourism in expatriate adjustment. The fourth key contribution – the inclusion of the Middle East in tourism and expatriate literature – refers to the fourth objective – the current relationship and degree of attachment between expatriates and nationals – since the empirical base was specifically referred to in this objective and resolved within this contribution.

Table 7-1:
Summary of Key Contributions

Literature	Contribution	Explanation
Tourism	Use of SET given residential status	Extant literature has often treated 'residents' as a homogeneous group. Segregation based on residency – expatriate or national – yielded no significant differences, implying the appropriateness of using SET in an expatriate setting, for heterogeneous resident groups.
Tourism	Ranking of SET factors	SET factors have not been explicitly ranked previously. Results suggest participants rank factors as follows: Economic factors, Living standards, Social factors, and Environmental factors. This suggests that individuals would hold economic factors in higher regard than any other.
Tourism	Limited SET connection	Negative impacts of tourism related poorly to negative perceptions of tourism, as predicted by SET. This is indicative of an understating community with altruistic surplus – a community who overlooks personal costs for community success, a community cognizant of the importance of tourism, or a community who do not blame tourism for the factors experienced (Faulkner & Tideswell, 1997). Furthermore, this raises questions about the appropriateness of SET in a Middle Eastern setting (Olya & Gavilyan, 2016).
Tourism	Lack of demographic impact on opinions of tourism	Most demographic traits have limited influence on an individual's perceptions of tourism. Extant literature has provided mixed findings on many traits. This study found that demographics, overall, do not mediate an individual's perception of tourism. These results, combined with SET suggest that positive impacts of tourism would result in positive perceptions, regardless of demographic traits.
Expatriation	Five Arenas of Adjustment	While parallels are evident between the three facets of adjustment and the five Arenas, further insight and details were offered which explained <i>how</i> expatriates can adjust, as opposed to <i>what</i> they are required to adjust to.
Expatriation	Ranking of Arenas/facets of adjustment	Currently, the three facets or the five Arenas have been explained with equal weighting. This study, beyond offering the five Arenas also provided a ranking: the individual, the destination, exposure opportunities, the company, and lastly the host. Individual elements e.g. mindset was then seen as the most important arena of the five.
Expatriation	Demographic influence on adjustment	Many demographic traits (length of residency, Third Culture Kids, cultural distance, previous experience) had been found to have varying impacts on adjustment in the extant literature. This study found that these traits bore limited impact on expatriate and national adjustment. This alluded to the presence of other factors influencing expatriate and national adjustment.
Expatriation	Demographic influence on attachment	Many of the demographic traits measured (length of residency, cultural distance, and previous experience) did not appear to impact how attached one would become to the host community.
Tourism and Expatriation	Tourism in adjustment	Tourism was found to offer opportunities through which expatriates and nationals could meet, interact, and understand one another. By providing the scene – mostly events – tourism would allow expatriates and nationals to meet, interact, and learn from one another.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 7-1 continued:
Summary of Key Contributions

Objective	Contribution	Explanation
Tourism and Expatriation	Demographic influence on methods to improve adjustment	Demographic traits were generally found not to impact how effective an individual felt specific strategies would be to improve adjustment. This suggests that, as well as demographic traits not impacting adjustment, it also had limited impact on future methods of adjustment.
Methods	Middle East inclusion	The Middle East is proving to be a more significant location for tourism and expatriation, and yet has received – to date – relatively limited literary consideration. This study has addressed this by considering the UAE as the empirical base for the study.
Methods	Support for the use of mixed methods	Mixed methods has been used on a number of occasions. This study has supported the utility of mixed methods for research by developing the depth and breadth of the study's implications.
Methods	Support for the use of multidisciplinary theoretical base	The support for tourism in the expatriate setting suggests that further tourism theories may be applied in expatriation – or other fields - and vice versa.

Source: Author

In addition to the key contributions outlined in the table above, this research offered further insight on several topics which have received previous consideration, namely the effectiveness of SET and the impact of demographic factors on perceptions of tourism and expatriate adjustment. In other cases, the study has offered new perspectives on topics or considered the impact of established theories in new lights. The five Arenas of adjustment, for example, is a new mechanism to analyse and facilitate expatriate and national adjustment, both from a theoretical and practical perspective. While similarities are present between the five Arenas and Black et al.'s (1991) three facets, the utility and additional depth offered by the five Arenas contributes to its value alongside the three facets. In this scenario, the five Arenas can be seen as mechanisms to adjust, while the three facets are the end result.

The potential applicability of SET in methods to improve adjustment is also noteworthy and further reflects the, albeit weak, connection between tourism and expatriate adjustment. Practically, such a relationship suggests that, with a little effort, governments and businesses can utilise the exiting tourism infrastructure for the benefit of expatriate-national adjustment. Theoretically, the connection between the two fields

of tourism and expatriation offers opportunities for an exchange of information and theories to help better explain phenomena apparent in both study areas.

The most significant contributions arose from the five Arenas of adjustment, the inclusion of the Middle East in both tourism and expatriate literature, and the role of tourism in expatriate adjustment. Firstly, the five Arenas of adjustment offered a novel perspective on the adjustment process of expatriates by segmenting the most important elements of adjustment into one of five categories; Individual, Destination, Exposure, Company, and Host. While the literature has delivered similarly succinct and clear adjustment areas – or facets (Black et al., 1991) – these are more result-orientated and do not, necessarily, imply any form of process or ranking. The five Arenas, on the other hand, explain how expatriates adjust, with a ranking of the most important areas of facilitating adjustment. This contribution is clearly significant since it provides practical and academic insight into how the expatriate adjusts and what needs to be considered to ensure successful adjustment. The five Arenas can be considered further to explore if a process is evident – does a particular arena need to be available before any other – and to develop an evaluation tool of destinations and individuals to ‘score’ their effectiveness in successful adjustment. Such an evaluation tool can help companies, destinations, and individuals be more critical when considering expatriation and reduce the number of failed unadjusted expatriates and the corresponding depression and failed assignments (Andreason, 2003; Black et al., 1991; Tung, 1987).

The Middle East is becoming a more significant player in both expatriation and tourism (Dizik, 2014; Dutt & Ninov, 2016; Isakovic & Whitman, 2013; UNWTO, 2016). Using Dubai as a case study reflects the high expatriate numbers – of around 80% of the population (Isakovic & Whitman, 2013) – and tourism growth figures greater than many developed destinations, with more growth anticipated (UNWTO, 2014, 2016). The results of this research have offered direct insight into the nature of the Middle East as a tourism and expatriate destination and, therefore, offered an immediate contribution. The results have furthered the call for further analysis on the appropriateness of applying existing theories to developing and non-Western destinations (Olya & Gavilyan, 2016; Olya et al., 2017). SET is a case-in-point here; positive tourism impacts results in positive tourism opinions, but negative impacts seem to bear little impact on opinion. It has been suggested that the authoritarian leadership style (Khomsi & Kadri, 2017; Sharpley, 2008) and a culture of adherence to those in authority (Hofstede Centre, 2016; Hofstede & Bond, 1988) means that if negatives are experienced, they

are unlikely to be expressed. Furthermore, as in the case of many developing destinations, tourism has played a critical role in the development of Dubai as a city (Henderson, 2006) and has been present throughout much of its development. Such an ongoing presence means that, unlike developed destinations, tourism could be seen as being much more integral to the destinations' development and growth. Consequently, a lack of support for tourism could be comparable to a lack of support for general development. These arguments do require more empirical backing, nevertheless, the poor application of SET, for example, to Middle Eastern settings indicates the need to further understanding of tourism and expatriation in new locations to test existing theories and develop new and more appropriate theories.

The final major contribution, and the fundamental purpose of this study; the role of tourism in expatriate adjustment. As it has been explained earlier, the predicted relationship did not appear between tourism and expatriation. However, a relationship was present. Tourism was seen as a component of helping expatriates and nationals adjust to one another through the provision of services and entertainment facilities which would allow for comfort and meeting opportunities. Tourism was explained to help with the provision of events, activities, and entertainment facilities which, in a more indirect manner, meant that both parties were entertained and therefore felt more comfortable. Tourism was seen to have a direct impact through the attendance at these entertainment facilities and events. When both expatriates and nationals attended, the opportunity was present for both to meet each other and learn about the other. Notably for the expatriate, many of the facilities for tourists also provided some basic information about the host destination and culture. While this is superficial information, it provides an initial starting point from which interest can be stimulated and further information can be offered. Therefore, the presence of tourism in a destination meant that the facilities were provided which would allow both parties to meet and learn about the other. Governments and companies should encourage and facilitate the attendance at such facilities to help both expatriates and nationals adjust to one another. The government can, in fact, create a more holistic programme whereby attendees to e.g. museums or cultural centres, are recommended other sites to visit where more detailed information is present and greater opportunities to meet and learn are available. Such an initiative would further the impact of tourism in being a source of entertainment and education about the destination and help with adjustment.

7.7. Managerial Implications

The results of this study offer several practical implications worthy of consideration. For businesses, the most significant finding relates to expatriate adjustment methods. By providing a programme which covers the five Arenas of adjustment, this study helps to ensure that all possible activities to promote adjustment are considered. In conjunction with the government, initiatives can also be put in place to encourage expatriates to visit local tourism sites and thereby benefit from the opportunity to learn about the host destination and interact with nationals. As a result of developing an on-boarding programme considering the five Arenas of adjustment and by leveraging the exposure opportunities of tourism, a more adjusted expatriate is possible – resulting in a lower failure rate (Andreason, 2003; Tung, 1987).

From the perspective of government, the results of this study offer the opportunity for synergies between tourism offerings and efforts to help expatriates to adjust. The possibility of tourism activities and events to provide interaction opportunities for expatriates and nationals suggests that governments should consider providing new expatriates with the opportunity, temporal, physical, and/or financial, to attend a variety of tourism activities. While the information provided is likely to be superficial, it is, nevertheless, a starting point from which a basic minimum can be provided. From this, further depth is then dependent upon the individual's level of interest. The benefit of such an initiative is the opportunities for synergy; no products, services, or facilities are required beyond those already in existence. Additional investment is therefore not necessary to reap the benefits of a more adjusted expatriate community.

The fact that demographic traits seemed to have limited impact on both perceptions of tourism, and degree and method of expatriate adjustment suggests the implementation of strategies to improve adjustment would have a wide appeal. Additionally, relatively little customisation would seem to be required to better appeal to one demographic set over another.

7.8. Limitations

Some limitations were present which should be addressed to offer guidance for future research. From a theoretical perspective, the use of the selected theories demonstrates potential limitations insomuch that the weaknesses of the theories proposed and utilised here may also act as weaknesses for this study. SET, for example, could be criticised for its excessive simplicity, with accusations that the use of SET prevents more complicated relationships from being recognised (see Sharpley, 2014). Furthermore, SET implies an exchange and hence the utility of such a theory is questionable in a setting where nothing is apparently being exchanged (Sharpley, 2014). In the case of SCT, issues have been raised concerning the accuracy, productiveness, and completeness of the theory (Bormann et al., 2003). Both theories, nevertheless have received considerable focus in the literature, in the case of SET (Andereck et al., 2005; Ap, 1992; Brida et al., 2011; Choi & Murray, 2010; Madrigal, 1995; Perdue et al., 1987; Stylidis et al., 2014; Yoon et al., 1999, 2001), or been defended (Bormann et al., 2003) and partially supported within this study, in the case of SCT, reducing any inherent theoretical concerns.

From a qualitative standpoint, the variety of expatriates, mainly, in terms of their nationalities, length of residence, and careers would reflect a limitation in terms of the lack of variety. However, given the nature of qualitative research to study a phenomenon in depth (Bryman, 2008; Corbin & Strauss, 1990; Coyne, 1997; Creswell, 2014; Glaser & Strauss, 1967), and the fact that the interviews were later supported through a mixed-methods approach by a quantitative questionnaire, the impact of this on the quality of the results presented here are considered relatively minor.

Quantitatively, factors such as the sample size and response rate offer the most concern. While the sample size of 270 participants is acceptable, a larger sample could, potentially, facilitate more complicated and insightful analytics, such as Structural Equation Modelling. It is believed that the reason for the low response rate is due to the length of the questionnaire, the nature of the questions, and lack of any incentive. While future questionnaires can be shortened, the lack of an incentive is based on Dubai law regarding data collection and, hence, difficult to overcome. The nature of the questions, potentially being sensitive may also account of a low response rate, or slight respondent bias. While these are matters of concern and should be considered, the chosen methodological approach helps to compensate and validate

the responses. Few, if any, areas of discrepancy were uncovered between the qualitative interviews and the quantitative questionnaire, suggesting that the low response and any potential respondent bias played an insignificant impact.

The final limitation is related to the empirical base, Dubai. Due to the relatively unique nature of Dubai, given the very high tourist-to-host ratio and the high number of expatriates, many of the findings may be more pronounced in Dubai compared to other destinations. Hence, it would be prudent to consider that tourism can likely play an impact in expatriate adjustment globally, although possibly not to the same extent as witnessed in a destination such as Dubai or Singapore.

7.9. Practical considerations to improve adjustment

Further analysis was performed, based on the empirical base established in Objective IV, to propose potential methods of improving adjustment. The details and findings of this analysis is explained in Appendix K. As with Objective IV, the findings and discussion is largely empirical, with the largest benefit relating to the context of Dubai. Nevertheless, valuable practical and theoretical insights can be applied. The details of the additional analysis are displayed in Figure 7-6 and reflects considerations to improve adjustment from the whole model.

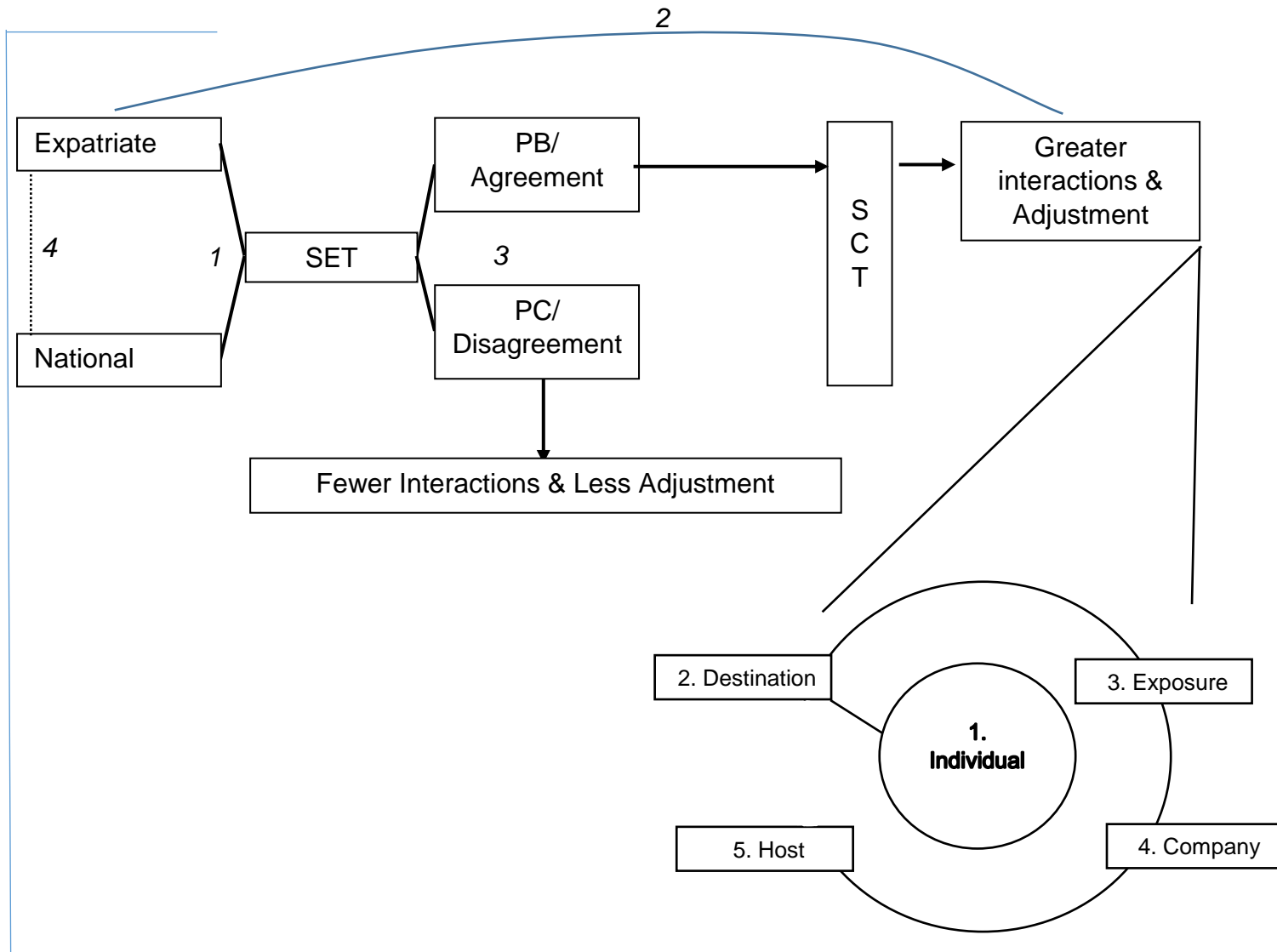


Figure 7-6:
Additional Practical Considerations Model section
Source: Author

The theoretical basis of expatriate adjustment was established through the formation of the five Arenas, developed from the results of the qualitative interviews. The five Arenas offer an effective mechanism through which the potential methods of improved adjustment can be viewed. Due to the empirical nature of the suggestions, the extant literature has offered relatively little guidance or precedent here. Bormann's (1972) research into Symbolic Communication Theory (SCT) offered an additional theoretical base to explain how any possible improvement could be spread from a small number of individuals to a larger population base; topics which are interesting or comical would encourage greater inter-group communication. Popular topics would then 'chain-out'

and influence other groups (Bormann et al., 1997; Ninov, 2005; Shields, 2000). In terms of adjustment, it was proposed that mechanisms which encouraged greater interaction, learning, and adjustment in one group could, through SCT, 'chain-out' to influence a larger group.

Qualitatively, several considerations were proposed to help improve adjustment, mostly focussing around some form of interaction opportunity – schooling, company activities and orientation, cultural tours, and government training – or event, or pre-arrival training which participants thought would help improve adjustment. A number of participants also described situations in which SCT would help an individual or a larger group to adjust (Bormann, 1972). No particular areas of disagreement seemed present between expatriates and Emiratis, where both parties reflected similar ideas on how adjustment could be improved. The influence of these interaction opportunities are similar to Black et al.'s (1991) facet of adjusting to interacting with the host. Again, however, in Black et al.'s (1991) context, adjustment to the host appeared to be more of an outcome, while results here suggest it is an element to facilitate adjustment. Nevertheless, the importance of interacting with the host has also been considered by a number of authors as an element of expatriate adjustment (Black, 1988; Black & Gregersen, 1991a; Black & Mendenhall, 1991; Selmer, 2002; Toh & DeNisi, 2007; Toh et al., 2012). In this study, participants offered mechanisms through which this increased interaction was possible – cultural tours, events, school activities etc. - as well as training and information sessions, which have been discussed in past literature (Andreason, 2003; Black & Mendenhall, 1991, 1991; Black et al., 1991; Isakovic & Whitman, 2013; Jun & Gentry, 2005).

From a quantitative perspective, it was possible to determine greater consensus of preferred adjustment improvement methods. The methods with the greatest consensus and highest scores were activities which would promote greater understanding and respect between expatriates and Emiratis. When these scores were compared to the qualitative interviews, the interaction opportunities and events were the best methods to promote understanding and respect, through greater host-expatriate interactions, neither of which have been explicitly discussed in the extant literature, likely due to their generic discussion and reference. The comparison between Adjustment Improvement (ADJI) and other factors relating to Adjustment (ADJ), Tourism Impacts, and Tourism Opinions (TO) provided few correlations and predictive relationships.

However, the factor of adjustment due to tourism provided the only correlations between adjustment and adjustment improvement. Furthermore, positive tourism opinion factors - TO Satisfaction Understanding, and TO Satisfaction Business – correlated to all Adjustment improvement factors. Even though the correlations were weak – between ADJI, TO, and ADJ – the presence of correlations do suggest a connection between adjustment due to tourism and opinions of tourism impacting perceptions of future adjustment methods. Such an observation is important, possibly indicating further utility of SET in expatriate adjustment. SET has received frequent attention in the community perceptions of tourism literature (Faulkner & Tideswell, 1997), where positive perceptions of tourism are described to correlate with positive support for tourism, with varying degrees of agreement (Ap, 1990, 1992; Choi & Murray, 2010; Halim et al., 2014; Pizam, 1978; Styliadis et al., 2014). With results here reporting a correlation between positive opinions of tourism and adjustment, it is possible to consider an extension to SET where positive perceptions of tourism facilitate more understanding, comfort, and adjustment, notably amongst expatriates. Such a scenario enhances the usefulness of SET, while also reflecting on the potential value of tourism in the expatriate adjustment process.

In order to further understand the nature of adjustment improvement, a number of hypotheses to measure the impact of certain demographics on adjustment improvement; cultural distance, duration of assignment, previous experience, and personality, all of which returned insignificant results, suggested that these demographic elements bore no impact on potential methods to improve adjustment (see Husbands, 1989). The only significance occurred between the personality traits of Acceptance and Nervousness, where more accepting and more nervous individuals perceived greater importance to all three ADJI factors. The interviews reflected the importance of being accepting of the other party in adjustment. Hence, the correlations between adjustment improvement and acceptance would support this explanation offered by interviewees. The connection between nervousness and adjustment improvement is similar to the connection between nervousness and adjustment, wherein more nervous individuals reflected significant correlations with adjustment and adjustment improvement methods, notably tourism-related ones, possibly due to the offering of a more established programme. That is, because the listed adjustment and adjustment improvement methods provided a clear process of adjustment, more nervous individuals would adjust better. Little consensus exists amongst the extant

literature in terms of the relation between adjustment and personality, with different studies finding different traits more or less helpful (Caligiuri, 2000; Huang et al., 2005; Huff et al., 2014; Peltokorpi & Froese, 2012). Hence, the results from this study has not directly supported any single study, but rather the more general relationship between personality and adjustment.

In relation to the final area of analysis, contributions were made in terms of the methods through which future adjustment can be made or improved upon, as reflected in Table 7-1. In keeping with the findings from Objective III and the role of tourism in expatriate adjustment, this additional analysis found a positive relation between SET and adjustment improvement – positive perceptions of tourism relating to positive perceptions on adjustment methods. As well as directly exploring the role of SET in adjustment, this finding also adds credence to the use of further multidisciplinary research. In this scenario, SET – a tourism theory – has been found to relate to expatriation. Other tourism theories could also apply to expatriate and vice-versa. A further contribution was offered in the form of the proposed adjustment improvement methods which offers insight on how expatriates can adjust more effectively. While the actual methods may not be particularly new, the participant's perceived value of different adjustment methods do provide new insight – most notably for the empirical base of Dubai. Finally, the lack of significant demographic influence on methods to improve adjustment, as with Objective II, has added to support to some of the existing extant literature. Furthermore, combined with the types of methods proposed in this objective, the lack of any demographic impact suggests that practical applications should encounter limited implementation issues in relation to the methods' success.

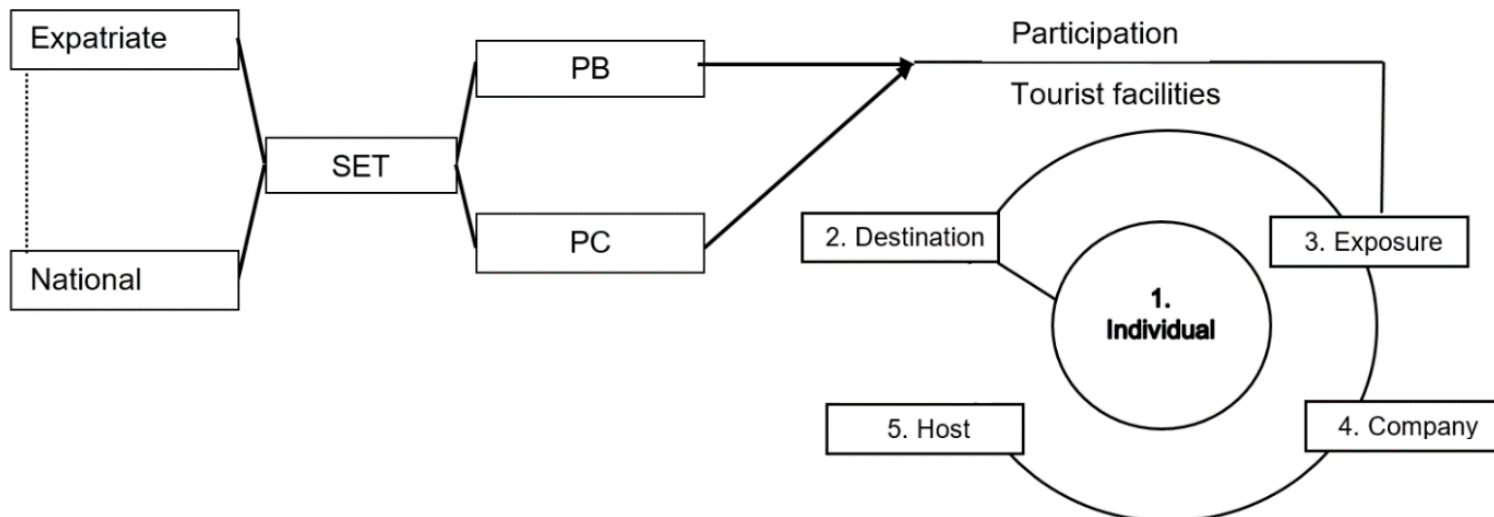


Figure 7-7:
Tourism in Expatriate adjustment
 Source: Author

The model in *Figure 7-7* **Error! Reference source not found.** depicts the final relationship between the factors, given the results from this study. Expatriates and nationals were able to adjust to and learn about one another through tourism's effect on the Exposure arena. Both expatriates and nationals held similar perspectives of tourism, as measured through SET. Regardless of their perception of tourism's costs or benefits, support and involvement in tourism activities and facilities was evident. This participation in tourism provided expatriates and nationals with the opportunities to meet one another and to learn about the other's culture, depending on the type of attraction visited – as reflected in the Exposure arena, the third most important out of the five arenas of adjustment. For example, by participating in tourism activities – such as cultural tours – the expatriate was able to learn about Emirati culture, and possibly meet Emiratis. The Emirati was then exposed to expatriate by educating and providing services to them, or as co-participants.

7.10. Future Research

Several areas of future research should be considered given the findings of this study. Firstly, the international replication of this study would be prudent to observe the impact of the five Arenas of adjustment, and the role of tourism in expatriate-national adjustment in other destinations around the world, especially those in empirical contexts where tourism is less pronounced or where the expatriate-national ratio favours the national.

Theoretically, a similar study could be repeated which utilises different base theories – social representation theory, for example (Sharpley, 2014) – which would help to measure if any other existing theories can better explain the connection between tourism and expatriation. Furthermore, the nature of the relationship here would suggest that further relationships may also exist between other tourism and non-tourism domains. Hence, additional tourism theories could be applied to expatriation and vice versa.

Further research could also look at developing the utility of the five Arenas of adjustment into a tool to analyse the effectiveness of destinations, individuals, or activities for expatriate-national adjustment. The existence of such a tool would allow companies to assess individuals, activities, and destinations to uncover the most effective expatriate candidates, induction activities, or destinations. For governments, the most effective activities could be assessed to ensure that expatriates are able to adjust to the local community. It is suggested that in the future additional methodologies are adopted to further explore and test these findings in further contexts and differing depths, through the use of experiments (Baláž & Williams, 2017) or diary analysis, for example.

Additional research could also look at exploring the socio-cultural, economic, and environmental impacts of tourism so as to update the possible impacts, as well as account for a Middle-Eastern and expatriate perspective. While this study has considered the perceptions of tourism from expatriates and nationals in the Middle East, future research could look at discussing and updating the impacts themselves in more depth.

Finally, this study has attempted to consider the impact of a number of literary gaps, such as: the lack of a Middle Eastern focus for expatriate and tourism research (Sharpley, 2014), the impact of Third Culture Kids on perceptions of tourism and effectiveness at adjustment (Lam & Selmer, 2004; Selmer & Lam, 2004), the impact of previous expatriate experience (Brewster, 1995; Jun & Gentry, 2005), and the role of cultural distance (Black & Gregersen, 1991b; Hemmasi & Downes, 2013; Jun & Gentry, 2005) on adjustment and tourism perceptions. While this study has been able to offer further information on these areas, they are not the core purpose of this study. Hence, future research could look at some of these areas more specifically, such as the role of Third Culture Kids in expatriate adjustment and/or perceptions of tourism. These

areas offer potential mechanisms through which expatriate-national perceptions of tourism and adjustment can be more thoroughly understood, through various methodologies.

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Appendices

Appendix A

Literature Meta-Analysis

Authors	Andereck, et al	Ap	Belisle & Hoy	Brida, et al	Brougham & Butler	Choi & Murray	Harrill
Date	2005	1990	1980	2011	1981	2010	2004
Personal Benefit	X+	D					D
Positive impact						X+	D
Community Attachment	X			D		X-	X-
Length of Residency	X			D	X	X-	D
Birth	X					X-	D
Distance from Tourism zone	X	D	X-	D			D
Level of Tourism Development		D		D			
Tourism employment	D	D		D			D
Family employment in Tourism							
Tourism Income	X+						D
Education							
Tourism Knowledge	X+			D			
Economic Benefits	X+						D
Economic Costs							
Decision involvement	D					X-	D
Tourism Contact	X+		X+	D			
Tourism Density				D	X		
Use of Tourism Facilities				D			
Seasonality			D	D			
Tourism Tax				D			
Environmental impact						X	
Ethnicity							D
Community Satisfaction							
Sorrow to leave	D						
Preference of this community	D						
Local Friends	D						
Social Position	D						
Life cycle	D						

Authors	Kaltenborn et al	Korca	Lankford	Liu & Var	Liu, et al	Madrigal	McGehee et al
Date	2008	1998	1994	1986	1987	1993	2002
Personal Benefit	D						X+
Positive impact				X			
Community Attachment	X						D
Length of Residency			X+	X+		D	X-
Birth			X			D	
Distance from Tourism zone		X+				D	D
Level of Tourism Development		D				X+	
Tourism employment			X	X		X+	
Family employment in Tourism							
Tourism Income	D	X+				D	D
Education	D	X+		X		D	
Tourism Knowledge							
Economic Benefits	X+	X+					
Economic Costs		X+					
Decision involvement			X			X+	
Tourism Contact							
Tourism Density					D		
Use of Tourism Facilities		X+					
Seasonality							
Tourism Tax							
Environmental impact	X+						
Ethnicity							
Community Satisfaction							
Sorrow to leave							
Preference of this community	X						
Local Friends							
Social Position							
Life cycle							

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Authors	Milman & Pizam	Nunkoo & Ramkissoon	Oviedo-Garcia et al	Perdue et al	Perez & Nadal	Pizam	Sheldon & Var
Date	1988	2011	2007	1990	2005	1978	1984
Personal Benefit			X+	X+			
Positive impact		X+					
Community Attachment		X-	D				D
Length of Residency	X				D		X+
Birth					D		X+
Distance from Tourism zone				X-			X-
Level of Tourism Development					D		
Tourism employment	X+			X+		X+	D
Family employment in Tourism	X+						
Tourism Income	X						
Education	X						
Tourism Knowledge					D		
Economic Benefits					X	X+	
Economic Costs							
Decision involvement		D					
Tourism Contact					D	X+	D
Tourism Density					D	X+	X-
Use of Tourism Facilities					D		
Seasonality							
Tourism Tax				X+			
Environmental impact							
Ethnicity							
Community Satisfaction		D					
Sorrow to leave		X					
Preference of this community		X					
Local Friends						X+	
Social Position							
Life cycle							

Authors	Teye et al	Vargas-Sanchez et al	Williams & Lawson	Yoon et al
Date	2002	2014	2001	1999
Personal Benefit	X-	X+	X+	
Positive impact				
Community Attachment		X+		X
Length of Residency				X+
Birth				X+
Distance from Tourism zone				
Level of Tourism Development		X+		X+
Tourism employment	X-			D
Family employment in Tourism	X-			
Tourism Income				
Education	X+			
Tourism Knowledge				
Economic Benefits				
Economic Costs				
Decision involvement	X-			D
Tourism Contact				D
Tourism Density		X-		
Use of Tourism Facilities				X+
Seasonality		X+		
Tourism Tax				
Environmental impact				
Ethnicity				
Community Satisfaction				
Sorrow to leave				
Preference of this community				
Local Friends				
Social Position				
Life cycle				

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Appendix B

Interview Questions

Number	Question	Objective
Demographics	Nationality, Gender, Age, Length of time in UAE, Occupation.	
1 – Expatriate	How do you feel you have adjusted to living in Dubai?	III
1 – National	How do you feel expatriates have adjusted to living in Dubai?	
2 – Expatriate	What factors have helped you adjust to living in Dubai? Why? What areas (Social, Cultural, Personal, Work)?	III
2 – National	What factors have helped expatriates adjust to living in Dubai? Why? What areas (Social, Cultural, Personal, Work)?	
3 – Expatriate	What factors do you think have hindered your adjustment to living in Dubai? Why?	III
3 – National	What factors do you think have hindered expatriates' adjustment to living in Dubai? Why?	
4 – Expatriate	In what situations do you interact with the Emirati national? Where? How frequently? How do you think you have adjusted to the Emirati national? What factors do you think have helped/hindered you here? Why?	I
4 – National	In what situations do you interact with the expatriate? Where? How frequently? How do you think you have adjusted to the expatriate? What factors do you think have helped/hindered you here?	
5 – Expatriate	How do you think you have changed based upon your adjustment to living in Dubai and your interactions with the national?	I
5 – National	How do you think you have changed based upon your interactions with the expatriate?	
6 – Expatriate	What do you think could have helped you adjust to living in Dubai?	II
6 – National	What do you think could have helped expatriates adjust to living in Dubai?	
7 – Both	What do you think could have been done to help you interact more and learn from the national/expatriate?	II
8 – Both	What do you think could have been done for the expatriate/national to learn and interact more with you?	II
9 – Both	What are your perceptions of Tourism? Why?	IV
10 – Both	What do you like/dislike about Tourism? Why?	IV
11 – Both	How do you think Tourism could be used to help expatriates and nationals adjust, interact, and learn more from each other?	II

Appendix C

First Stage Questionnaire with References

Dear Participant,

The purpose of this survey is to discover how you have adjusted to living in Dubai and your perceptions of tourism in Dubai This survey should take you approximately 15-20 minutes to complete. All responses are anonymous.

Thank you for participating in this study, your help is greatly appreciated.

Section 1: Demographics. This section will collect information about your demographic characteristics.

1. What is your age?					
18-25	<input type="checkbox"/>	26-30	<input type="checkbox"/>	31-35	<input type="checkbox"/>
36-40	<input type="checkbox"/>	41-45	<input type="checkbox"/>	46-50	<input type="checkbox"/>
51-55	<input type="checkbox"/>	56-60	<input type="checkbox"/>	61+	<input type="checkbox"/>
2. What is your gender?					
Male	<input type="checkbox"/>	Female	<input type="checkbox"/>		
3. What is the highest educational level you have completed?					
High-School Graduate		Higher National Diploma	Undergraduate (Bachelor's, Associate etc.)	Post-Graduate (MBA, MSc, etc.)	
PhD		Other: _____			
4. What is your current occupation?					
Employee in a Government agency		Employee in an Internationally-owned international company	Employee in an locally-owned international company	Employee in a Locally-owned company	
Self-employed		Retired	Unemployed	Student	
Other: _____					
5. What is your nationality?					
Emirati		Expat: _____			
6. Were you born as an expatriate?					
Yes		No			
7. Have you lived outside the country of your passport for all your life?					
Yes		No			
How many	Years _____				
8. How would you rate your level of Arabic?					
Fluent		Intermediate	Basic	None	
9. What influenced your choice to move to the UAE?					
My company sent me		I chose to come here	My family moved here	I was born in the UAE	
10. How long have you lived in the UAE?					
Years	_____				
11. Are you or anyone in your family employed in a Tourism business (Hotel, Travel Agent, Airline etc.)					
I am		Someone in my family	Both someone in my family and me	Not me nor anyone in my family	
12. How would you say you mostly interact with tourists					

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

	I visit the same locations as tourists (e.g. shopping malls, hotels, beaches)	I work with tourists by selling products or services to them	I visit the same locations as tourists AND work with tourists	I do not interact with tourists (Skip Q12)
	Other _____			
13. How regularly would you say you interact with tourists?				
	Daily	Once a week	Two to Three times a month	Once a month
	Never			
14. On average, where do you think most interactions with tourists occur?				
	Shopping malls	Staying overnight in hotels	Eating in hotels	The beach
	Restaurants and Bars	During events (national day, concerts etc.)		
	Attractions (Please specify) _____			
	Other _____			
15. Which type of tourist do you think you interact more with?				
	Leisure	Business	Visiting Friends or Relatives	
	Other _____			
16. How regularly would you say you interact with Emiratis/Nationals (/Expats)?				
	Daily	Once a week	Two to Three times a month	Once a month
	Never (Skip Q17)			
17. On average, where do you think most interactions with Emiratis/Nationals (/Expats) occur?				
	Shopping malls	Staying overnight in Hotels	Eating in Hotels	In Restaurants
	I work with Emiratis/Nationals (/Expats)	I sell products/services to Emiratis/Nationals (/Expats)	Government	
	At entertainment activities	At cultural events (national days etc.)	At events (music, art)	I am friends with Emiratis/Nationals (Expats)
	Other <input type="checkbox"/> _____			

Source: (adapted from Brida et al., 2011; Choi & Murray, 2010; Halim et al., 2014; Lankford, 1994; Madrigal, 1995; McGehee, 2004; Murphy, 1985; Pizam, 1978; Styliadis et al., 2014; Yoon et al., 2001 and Interview data)

18. How would you rate your personality according to the following traits?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am talkative and generally like to be social and outgoing					
I am reserved and generally like to be in quieter, more conserved situations					
I prefer novel and new situations					
I prefer situations I am familiar with					
I like to be organised and work hard					
I like to be easy-going and relaxed					
I try to seek acceptance and friendship in new situations.					
I am often nervous and struggle to hide my feelings					

I am confident and can hide my feelings well					
----------------------------------------------	--	--	--	--	--

Source: (adapted from Huang et al., 2005)

Section 2: Attitudes towards Dubai. This section will gather data on your perceptions of Dubai.

19. How would you describe your attitudes towards living in Dubai?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I enjoy living in Dubai					
I would be sad to leave Dubai					
I feel a part of the Dubai Community					
I feel at home in Dubai					
I feel safe in Dubai					
I feel attached to Dubai					
My family is attached to Dubai					

Source: (adapted from Choi & Murray, 2010; Kaltenborn et al., 2008; Ninov, 2005)

Section 3: Attitudes towards Tourism in Dubai. This section will gather data on your perceptions of tourism in Dubai.

20. How would you describe the impact of tourism on Dubai?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Tourism in Dubai increases...					
The number of jobs					
The standard of living					
The revenue generated					
The availability of recreational activities (theme parks, shopping malls etc.)					
The opportunities to meet different cultures					
The number of cultural activities/entertainment					
Community spirit					
Quality of public services (Fire, police etc.)					
The level of crime					
The level of noise					
Environmental pollution					
The size of crowds					
The level of traffic					
The cost of housing					
The cost of living (food, entertainment etc.)					

Source: (adapted from Barnett, 2014; Brida et al., 2011; Oviedo-Garcia et al., 2008; Sheldon & Var, 1984; Stylidis et al., 2014; Vargas-Sánchez et al., 2011; Yoon et al., 1999)

21. Please rank the following elements according to importance, where 1 is most important and 4 is least important to you	
Tourism in Dubai influences the...	Rank (out of 4)
Economic situation (Jobs, income, investment, business opportunities etc.)	
Environmental situation (water usage, electricity usage, pollution, traffic etc.)	
Social environment (Dubai's culture, traditional Emirati food, social activities etc.)	

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Living standards (Cost of living, rent, quality of education, quality of services and shopping etc.)	
------------------------------------------------------------------------------------------------------	--

22. What is your opinion about tourism in Dubai?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like Dubai's tourism sector					
I like the growth in Dubai's tourism sector					
I like tourism because of the impact it has on Dubai's economy					
I like tourism because of its role in developing Dubai					
I like tourism because Dubai has clear rules and regulations for tourists					
I like tourism because of the image it has given Dubai to the international community					
I like tourism because it makes Dubai more of a multi-national destination					
I like tourism because it provides the opportunity to show my culture					
I like tourism because it helps me understand the local culture.					
I like the activities and attractions tourism has brought to Dubai					
I like the service quality in Dubai that tourism has encouraged					
I would like to see more tourism-related jobs					
I would like to see more tourists					
I would like to see more tourism growth in Dubai					
I think more tourists from a culture similar to the UAE should visit					
I think more tourists from a culture different to the UAE should visit					
I dislike the tourism because of the increased costs of living					
I dislike tourism because of tourists behaviour					
I dislike tourism because of the increased traffic it brings					

Source: (adapted from Oviedo-Garcia et al., 2008; Styliadis et al., 2014)

Section 4: Expatriate adjustment. This section with gather data on your adjustment to Dubai and the local Emirati population.

23. Do you feel you (/Expats) have adjusted to life in Dubai?					
For Emirati participants, change to "They have..." or "Their..."	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I have adjusted to Dubai because...					
I understand Arabic					
Emiratis understand English					
I understand the local culture					
I travel internationally					
I have had previous experience as an expatriate					

I have an adaptable personality					
I am open-minded					
I am interested to learn about the culture and history of Dubai					
I understand the systems in Dubai					
I had support from friends and family in Dubai					
I have had the opportunity to learn about the local culture					
I have Emirati/National (/Expat) friends					
I feel respected by Emiratis/Nationals (/Expats)					
My family adjusted to living in Dubai					
My culture has similar values to that of Dubai					
My company conducted an orientation/induction programme to Dubai					
My company benefits (e.g. accommodation, child schooling support)					
Dubai is a multi-national society					
Services in Dubai are very convenient					
Facilities in Dubai reflect my culture					
Dubai's lifestyle is supportive of adjustment					
The rules and regulations are clear and understandable					
Dubai is a different environment to what I am used to					
Dubai is a similar environment to what I am used to					
Tourist activities taught me about the Emirati (/Expat) Culture					
Tourist activities allowed me to meet Emiratis (/Expats)					

Source: (adapted from interview data)

24. Please rank the following elements according to their importance in helping you (/Expats) adjust to Dubai, where 1 is most important and 5 is least important to you (them)	
I (/Expats) have adjusted to Dubai because of...	Rank (out of 5)
My Company (company support, employment opportunities etc.)	
Myself (My personality, my adaptability, my interest)	
Exposure (opportunities to meet other residents and develop friendships)	
Residents (Residents' help and support, residents giving me advice)	
Dubai (multinational-nature, convenient services, variety of products and services available)	

25. I think I (/Expats) could have adjusted to Dubai better if ...					
For Emirati participants, change to "They have..." or "Their..."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I knew Arabic					
Emiratis knew English					
I could meet Emiratis/Nationals at social events					
I could meet Emiratis/Nationals through hobbies I do					

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

I could met Emiratis/Nationals at my place of work					
I had friends or family visit me from aboard					
There were more social and cultural activities					
There were more cultural activities at my/my children's school					
Expatriates and Emiratis/Nationals were encouraged to respect each other					
Expatriates and Emiratis/Nationals were encouraged to understand and learn about each other					
My company provided activities to help me adjust					
My company provided e.g. accommodation, child schooling support, so I did not have to worry about them					
Dubai was marketed to tourists as a more cultural destination					
Information was provided/available to me before and just after I moved to Dubai					
Tourism provided more entertainment activities for me to meet Emiratis/Nationals (/Expats)					

Source: (adapted from interview data)

Section 5: Communication: This section with gather data on your style of communication.

26. When I have a conversation with people					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I prefer to talk with people who are similar to my age					
I prefer to talk with people who are of the same gender					
I prefer to talk with people who have a similar religion to me					
I prefer to talk with people who have a similar education to me					
I prefer to talk with people who have a similar job to me					
I prefer to talk with people who are of a similar social level to me					
Topics must be discussed in my own language for me to remember/understand					
Topics must be interesting for me to remember/understand					
Topics must be repeated for me to remember/understand					
Topics must be relevant to me for me to remember/understand					
Topics must be funny for me to remember/understand.					
I will talk to other people about topics I find interesting					
I will talk to other people about topics that are repeated frequently					

I will talk to other people about topics that I find relevant					
I will talk to other people about topics that I find funny					
I will talk to other people about topics that are morally right					
I will talk to other people about topics that are practical					
I will talk to other people about topics that relate to culture					
I will talk to other people about topics in my own language					

Source: (adapted from Bormann et al., 1996, 1997; McPherson et al., 2001; Shields, 2000)

Would you be willing to be contacted to participate in further research?

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Appendix D

Final Questionnaire with References

Dear Participant,

The purpose of this survey is to discover how you have adjusted to living in Dubai and your perceptions of tourism in Dubai This survey should take you approximately 15-20 minutes to complete. All responses are anonymous.

Thank you for participating in this study, your help is greatly appreciated.

Section 1: Demographics. This section will collect information about your demographic characteristics.

1. What is your age?				
	18-25 <input type="checkbox"/>	26-30 <input type="checkbox"/>	31-35 <input type="checkbox"/>	
	36-40 <input type="checkbox"/>	41-45 <input type="checkbox"/>	46-50 <input type="checkbox"/>	
	51-55 <input type="checkbox"/>	56-60 <input type="checkbox"/>	61+ <input type="checkbox"/>	
2. What is your gender?				
	Male <input type="checkbox"/>	Female <input type="checkbox"/>		
3. What is the highest educational level you have completed?				
	High-School Graduate	Higher National Diploma	Undergraduate (Bachelor's, Associate etc.)	Post-Graduate (MBA, MSc, etc.)
	PhD	Other _____		
4. What is your current occupation?				
	Employee in a Government agency	Employee in an Internationally-owned international company	Employee in an locally-owned international company	Employee in a Locally-owned company
	Self-employed	Retired	Unemployed	Student
	Other: _____			
5. What is your nationality?				
	Emirati	Expat: _____		
6. Were you born as an expatriate?				
	Yes	No		
7. Have you lived outside the country of your passport for all your life?				
	Yes		No	
How many	Years _____			
8. How would you rate your level of Arabic/English?				
	Fluent	Intermediate	Basic	None
9. What influenced your choice to move to the UAE?				
	My company sent me	I chose to come here	My family moved here	I was born in the UAE
10. How long have you lived in the UAE?				
	Years _____			
11. Are you or anyone in your family employed in a Tourism business (Hotel, Travel Agent, Airline etc.)				

	I am	Someone in my family	Both someone in my family and me	Not me nor anyone in my family
12. How would you say you mostly interact with tourists				
	I visit the same locations as tourists (e.g. shopping malls, hotels, beaches)	I work with tourists by selling products or services to them	I visit the same locations as tourists AND work with tourists	I do not interact with tourists (Skip Q12)
	Other _____			
13. How regularly would you say you interact with tourists?				
	Daily	Once a week	Two to Three times a month	Once a month
	Never			
14. On average, where do you think most interactions with tourists occur?				
	Shopping malls	Staying overnight in hotels	Eating in hotels	The beach
	Restaurants and Bars	During events (national day, concerts etc.)		
	Attractions (Please specify) _____			
	Other _____			
15. Which type of tourist do you think you interact more with?				
	Leisure	Business	Visiting Friends or Relatives	
	Other _____			
16. How regularly would you say you interact with Emiratis/Nationals (/Expats)?				
	Daily	Once a week	Two to Three times a month	Once a month
	Never (Skip Q17)			
17. On average, where do you think most interactions with Emiratis/Nationals (/Expats) occur?				
	Shopping malls	Staying overnight in Hotels	Eating in Hotels	In Restaurants
	I work with Emiratis/Nationals (/Expats)	I sell products/services to Emiratis/Nationals (/Expats)	Government	
	At entertainment activities	At cultural events (national days etc.)	At events (music, art)	I am friends with Emiratis/Nationals (Expats)
	Other <input type="checkbox"/> _____			

Source: (adapted from Brida et al., 2011; Choi & Murray, 2010; Halim et al., 2014; Lankford, 1994; Madrigal, 1995; McGehee, 2004; Murphy, 1985; Pizam, 1978; Styliadis et al., 2014; Yoon et al., 2001 and Interview data)

18. How would you rate your personality according to the following traits?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am talkative and generally like to be social and outgoing – extrovert					
I am reserved and generally like to be in quieter, more conserved situations – introvert					
I prefer novel and new situations – open					

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

I prefer situations I am familiar with – open					
I like to be organised and work hard – conscientious					
I like to be easy-going and relaxed - conscientious					
I try to seek acceptance and friendship in new situations. – agreeable					
I am often nervous and struggle to hide my feelings –neurotic					
I am confident and can hide my feelings well - neurotic					

Source: (adapted from Huang et al., 2005)

Section 2: Attitudes towards Dubai. This section with gather data on your perceptions of Dubai.

19. How would you describe your attitudes towards living in Dubai?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I enjoy living in Dubai					
I would be sad to leave Dubai					
I feel a part of the Dubai Community					
I feel at home in Dubai					
I feel safe in Dubai					
I feel attached to Dubai					
My family is attached to Dubai					

Source: (adapted from Choi & Murray, 2010; Kaltenborn et al., 2008; Ninov, 2005)

Section 3: Attitudes towards Tourism in Dubai. This section with gather data on your perceptions of tourism in Dubai.

20. How would you describe the impact of tourism on Dubai?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Tourism in Dubai increases...					
The standard of the economy (Jobs, income, standard of living etc.)					
The availability of recreational activities (theme parks, shopping malls etc.)					
The opportunities to meet different cultures					
The number of cultural activities/entertainment					
Quality of public services (Fire, police etc.)					
The level of crime					
The level of noise					
Environmental pollution					
The size of crowds					
The level of traffic					
The cost of housing					
The cost of living (food, entertainment etc.)					

Source: (adapted from Barnett, 2014; Brida et al., 2011; Oviedo-Garcia et al., 2008; Sheldon & Var, 1984; Styliadis et al., 2014; Vargas-Sánchez et al., 2011; Yoon et al., 1999; interview data)

21. Please rank the following elements according to importance, where 1 is most important and 4 is least important to you

	Rank (out of 4)
Tourism in Dubai influences the...	
Economic situation (Jobs, income, investment, business opportunities etc.)	
Environmental situation (water usage, electricity usage, pollution, traffic etc.)	
Social environment (Dubai's culture, traditional Emirati food, social activities etc.)	
Living standards (Cost of living, rent, quality of education, quality of services and shopping etc.)	

22. What is your opinion about tourism in Dubai?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like Dubai's tourism sector					
I like the growth in Dubai's tourism sector					
I like tourism because of the impact it has on Dubai's economy					
I like tourism because of its role in developing Dubai					
I like tourism because Dubai has clear rules and regulations for tourists					
I like tourism because of the image it has given Dubai to the international community					
I like tourism because it makes Dubai more of a multi-national destination					
I like tourism because it provides the opportunity to show my culture					
I like tourism because it helps me understand the local culture.					
I like the activities and attractions tourism has brought to Dubai					
I would like to see more tourism-related jobs					
I would like to see more tourists					
I would like to see more tourism growth in Dubai					
I think more tourists from a culture different to the UAE should visit					
I dislike the tourism because of the increased costs of living					
I dislike tourism because of tourists behaviour					
I dislike tourism because of the increased traffic it brings					

Source: (adapted from Oviedo-Garcia et al., 2008; Stylidis et al., 2014; interview data)

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Section 4: Expatriate adjustment. This section will gather data on your adjustment to Dubai and the local Emirati population.

23. Do you feel you (/Expats) have adjusted to life in Dubai?					
For Emirati participants, change to "They have..." or "Their..."	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>
I have adjusted to Dubai because...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The language barrier in Dubai is small					
I have international experience (travel and work)					
I have an adaptable personality					
I am open-minded					
I am interested and have the opportunity to learn about the culture and history of Dubai					
I have Emirati/National (/Expat) friends					
I feel respected by Emiratis/Nationals (/Expats)					
My family adjusted and to and support living in Dubai					
My culture has similar values to that of Dubai					
My company assisted with my adjustment (orientation programmes, accommodation benefits etc.)					
Services and lifestyle in Dubai are international, convenient and support adjustment					
The rules and regulations are clear and understandable					
Dubai is a different environment to what I am used to					
Tourist activities taught me about the Emirati (/Expat) Culture					
Tourist activities allowed me to meet Emiratis (/Expats)					

Source: (adapted from interview data)

24. Please rank the following elements according to their importance in helping you (/Expats) adjust to Dubai, where 1 is most important and 5 is least important to you (them)	
I (/Expats) have adjusted to Dubai because of...	Rank (out of 5)
My Company (company support, employment opportunities etc.)	
Myself (My personality, my adaptability, my interest)	
Exposure (opportunities to meet other residents and develop friendships)	
Residents (Residents' help and support, residents giving me advice)	
Dubai (multinational-nature, convenient services, variety of products and services available)	

25. I think I (/Expats) could have adjusted to Dubai better if ...					
For Emirati participants, change to "They have..." or "Their..."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My language skills were improved to reduce the language barrier					

I could meet Emiratis/Nationals at social events					
I could met Emiratis/Nationals at my place of work					
There were more social and cultural activities					
Expatriates and Emiratis/Nationals were encouraged to respect each other					
Expatriates and Emiratis/Nationals were encouraged to understand and learn about each other					
My company provided activities to help me adjust					
My company provided e.g. accommodation, child schooling support, so I did not have to worry about them					
Information was provided/available to me before and just after I moved to Dubai					
Tourism provided more entertainment activities for me to meet Emiratis/Nationals (/Expats)					

Source: (adapted from interview data)

Section 5: Communication: This section with gather data on your style of communication.

26. When I have a conversation with people					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I prefer to talk with people who are similar to me (similar age, gender, education, religion, job, social level, language)					
Topics must be interesting for me to remember/understand					
Topics must be repeated for me to remember/understand					
Topics must be relevant to me for me to remember/understand					
Topics must be funny for me to remember/understand.					
I will talk to other people about topics I find interesting					
I will talk to other people about topics that are repeated frequently					
I will talk to other people about topics that I find relevant					
I will talk to other people about topics that I find funny					
I will talk to other people about topics that are morally right					
I will talk to other people about topics that are practical					
I will talk to other people about topics that relate to culture					
I will talk to other people about topics in my own language					

Source: (adapted from Bormann et al., 1996, 1997; McPherson et al., 2001; Shields, 2000)

Would you be willing to be contacted to participate in further research?

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Appendix E

Questionnaire and Interview links

Section 3: Attitudes towards Tourism in Dubai. This section will gather data on your perceptions of tourism in Dubai.

20. How would you describe the impact of tourism on Dubai?	
Variable	Theme and exemplary quote
Tourism in Dubai increases...	
The standard of the economy (Jobs, income, standard of living etc.)	<p>Economic: <i>"I think so because a big number, a big number of UAE GPA [GDP] depends on tourism and because the country, because the whole city is, yeah, it's a main player, because tourism, the tourism industry's the main player in the country's GPA"</i> (EMP10 – non-tourism related).</p> <p>Jobs: <i>"quite happy with them [tourists] being there. If they weren't there, we wouldn't have as much money in the city which means we wouldn't be employed, we wouldn't get paid as much, so there you are."</i> (ExP19 – non-tourism related)</p> <p>Income: <i>"I work with in the tourism and hospitality industry and its source of, my daily bread and butter"</i> (ExP30 – tourism-related)</p>
The availability of recreational activities (theme parks, shopping malls etc.)	<p>Activities: <i>"I like the variety that is available, so we have got, as locals, or as residents, we are now able, or we have massive facilities available to us right alongside the, the desire to make Dubai look wonderful, attractive to, to outsiders to come in and boost our tourism has meant that, you know, we got nice beaches"</i> (ExP19 – non-tourism related)</p>
The opportunities to meet different cultures	<p>Meeting opportunities: <i>"Well tourism is a great way to bring people together, from different countries"</i> (EMP29 – non-tourism related)</p>
The number of cultural activities/entertainment	<p>Culture visible: <i>"So for, for the tourist they demanding something different, something about the culture, something exotic, something that has to do with who you are originally and historically"</i> (EMP21 – non-tourism related)</p>
Quality of public services (Fire, police etc.)	<p>Government: <i>"to RTA [Roads and Transport Authority] now and actually even the police and the immigration, you know, they, they're pretty good, you know, they compare favourably with most government services in the West, some cases better, more responsive here and, you know, I think they've done...they've done a really good job"</i> (ExP2 – non-tourism related)</p>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

	(Oviedo-Garcia et al., 2008; Stylidis et al., 2014; Yoon et al., 2001)
The level of crime	(Brida et al., 2011; Oviedo-Garcia et al., 2008; Sheldon & Var, 1984; Stylidis et al., 2014; Yoon et al., 1999)
The level of noise	(Brida et al., 2011; Oviedo-Garcia et al., 2008; Stylidis et al., 2014; Yoon et al., 1999)
Environmental pollution	(Brida et al., 2011; Oviedo-Garcia et al., 2008; Stylidis et al., 2014; Yoon et al., 1999)
The size of crowds	(Brida et al., 2011; Oviedo-Garcia et al., 2008; Sheldon & Var, 1984; Stylidis et al., 2014; Vargas-Sánchez et al., 2014; Yoon et al., 1999)
The level of traffic	(Brida et al., 2011; Oviedo-Garcia et al., 2008; Sheldon & Var, 1984; Stylidis et al., 2014; Yoon et al., 1999)
The cost of housing	(Barnett, 2014)
The cost of living (food, entertainment etc.)	(Brida et al., 2011; Oviedo-Garcia et al., 2008; Stylidis et al., 2014; Yoon et al., 2001)

22. What is your opinion about tourism in Dubai?	
Variable	Theme and <i>exemplary quote</i>
I like Dubai's tourism sector	(see Oviedo-Garcia et al., 2008)
I like the growth in Dubai's tourism sector	(Stylidis et al., 2014)
I like tourism because of the impact it has on Dubai's economy	Economy: <i>"Tourism actually they are good and for our country because we get revenue from them as well this is important for the country like they come to the hotels they come to our restaurants transportation that's the most thing you know its revenue they have they can talk like about the by everywhere so everyone can know Dubai is a good place to be there"</i> (EMP28 – non-tourism related).
I like tourism because of its role in developing Dubai	Destination Development: <i>"you've [Sheikh Mohammed] put Dubai on the flight, as a flagship city as it's no longer a hardship city on a more right. People like to come here, like to work here, visit the place. So I think tourism played a major role in that and tourism probably complemented [the development]"</i> (EMP36 – tourism-related)
I like tourism because Dubai has clear rules and regulations for tourists	Behaviour: <i>"Some tourists come here and do not respect e.g. dress code – there is no common sense, common courtesy, etiquette, they should be informed e.g. at the mall"</i> (EMP34 – non-tourism related)

I like tourism because of the image it has given Dubai to the international community	Growth: <i>"I just wanted invite more tourist in Dubai you know so I can we develop our hotels"</i> (EMP29 non-tourism related)
I like tourism because it makes Dubai more of a multi-national destination	(Stylidis et al., 2014)
I like tourism because it provides the opportunity to show my culture	(Stylidis et al., 2014)
I like tourism because it helps me understand the local culture.	Meeting opportunity: <i>"it [tourism] gives more opportunities of interaction with the local community and because Dubai is a tourist destination, there is more and more of these activities being implemented to introduce the tourist to the Emirati culture"</i> (ExP12 – tourism-related)
I like the activities and attractions tourism has brought to Dubai	(Stylidis et al., 2014)
I would like to see more tourism-related jobs	(Stylidis et al., 2014)
I would like to see more tourists	(Stylidis et al., 2014)
I would like to see more tourism growth in Dubai	(Stylidis et al., 2014)
I think more tourists from a culture different to the UAE should visit	(Stylidis et al., 2014)
I dislike the tourism because of the increased costs of living	(Stylidis et al., 2014)
I dislike tourism because of tourists behaviour	Behaviour: <i>"I find it disrespectful, because we are all guests of each other , you know, I walk along their, and I you know, drop wrappers and I drop this in a drop that all I my behaviour has an impact as tourist"</i> (ExP26 – tourism-related).
I dislike tourism because of the increased traffic it brings	Traffic: <i>"You can have too many tourists come into the city, the city can become too crowded, it's, already when you look at periods like Eid or you have there is that the holidays in other countries, you can already see how busy it is and how much traffic it generates in terms of on the roads and you know out that being busy and, so if you're an expat here or an Emirati who want a bit of peace and quiet that can be a problem, and negative impact of tourism or too much tourist coming into the city."</i> (ExP30 – tourism-related)

Section 4: Expatriate adjustment. This section with gather data on your adjustment to Dubai and the local Emirati population.

23. Do you feel you (/Expats) have adjusted to life in Dubai?

Variable	Theme and exemplary quote
I have adjusted to Dubai because...	

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

The language barrier in Dubai is small	Destination - Multinational: <i>"you don't really have a language barrier, right, coz in...in general you can get along with English here, whereas maybe in other countries you would struggle with that. So if you would go to China, yeah, not speaking Chinese is a problem"</i> (ExP5)
I have international experience (travel and work)	Individual – Experience: <i>"I lived in USA and Europe as a Japanese and from my point of view this is more comfortable"</i> (ExP1) Individual – Experience: <i>"My adjustment is much easier than others because I have lived on the other side, so therefore, and really it's all of us who have lived in the other side"</i> (EMP21)
I have an adaptable personality	Individual – Personality: <i>"I'm very easy, I'm not the type of person who easily, like, gets culture shock or have difficulties adjusting"</i> (EMP12)
I am open-minded	Individual – Open minded: <i>"a dynamic personality that you could, you could understand that people have different values, people follow different religions, for example...Dynamic personality is, is not focussed on few things and closed minded to others basically, being open-minded to hearing from, to hearing point of views of people from different cultures and backgrounds"</i> (EMP20)
I am interested and have the opportunity to learn about the culture and history of Dubai	Individual – Interest: <i>"...you cannot force them [expatriates and Emiratis to interact], you can just tell them if they want to do. But if you force them, they will feel that, you know whenever you force someone to do something, they don't feel happy... It's all about interest"</i> (EMP8) Individual – Interest: <i>"to understand and to have an interest in their religion, the language, the artefacts, what they value, the way they do business is interesting, I think having an interest in those things naturally brings you closer to understanding"</i> (ExP26)
I have Emirati/National (/Expat) friends	Individual – Friends and Family: <i>"...friends that I've made throughout the years in Dubai, there Emirati friends I mean time to time and you know you get to understand how they, you know, the things that they do and how their life is and, you know, it's, and that's another form of interaction that I've had with the Emirati population"</i> (ExP30)
I feel respected by Emiratis/Nationals (/Expats)	Individual – Respect: <i>"[Learning the language will] Bring respect and once you get a respect, then you get after it, the value, you get everything, anything you want"</i> (EMP8)

	Host – Acceptance: <i>“I would say it doesn’t matter where you go, you’ll find an Emirati very open to welcome a Westerner at a grocery store, at a municipality or a service place. If it’s at the park, we will not say like ‘Hey, what are you doing, go back to your country’ you know”</i> (EMP21)
My family adjusted and to and support living in Dubai	Individual – Spouse adjust: <i>“Well spouse has to be happy, right? So I mean it’s just as there is in the literature, are one of the biggest obstacles to the adjustment of an expat, we’re talking about kind of people like you and me...is the adjustment of the spouse”</i> (ExP23)
My culture has similar values to that of Dubai	Individual – Cultural connection: <i>“I have kind of like similar values, you know, as I said I don’t, you know, I don’t drink, and I don’t do many of the things that they do, they don’t do so. So it’s kind of like, this made it easier for me”</i> (ExP24)
My company assisted with my adjustment (orientation programmes, accommodation benefits etc.)	Company – Benefits: <i>“The biggest things that helped me to adjust. I would say the support from the company that is very important, I think. And then you probably don’t appreciate it, but I think it’s truly important because you don’t realise that when you have all these basic environments covered”</i> (ExP24)
Services and lifestyle in Dubai are international, convenient and support adjustment	Destination – Convenience: <i>“It’s quite convenient, I mean, recently, the metro was open, public transport have heavily improved, the airport is very efficient these kind of services that are available 24 hours, like say for example, the fuel stations, fuel, supermarket, ATM, pharmacies, these are open 24/7, so these are the things that, you know, make life more convenient”</i> (EMP20) Destination – Convenience: <i>“I think this city’s already designed for foreign people like, I mean everything done by English and it’s very much international city, like the airports, you know, its flying everywhere”</i> (ExP1)
The rules and regulations are clear and understandable	Destination – Rules and Regulations: <i>“It [Rules and Regulations] helped them adjust because they clear. Because the rules and regulation are straightforward, clear and must be, you know, must be taken in consideration and abide to by anyone living here. Since they are not vague, people will, you know, will just follow them easily.”</i> (EMP10)
Dubai is a different environment to what I am used to	Destination – Different Environment: <i>“So coming to Dubai especially the university studying in,</i>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

	<i>there was a sort of culture shock for me because there were so many things I'd never expect when I was growing up that I was suddenly exposed to because Dubai is such a multicultural you know city and you have people from different walks of life that you know kind of think in a different way, acting a different way so it took me awhile to adjust" (EXP30)</i>
Tourist activities taught me about the Emirati (/Expat) Culture	Exposure – Tourism: <i>"They could benefit from internal tourism, absolutely. You could have, going to places like Fujairah or Ras al Khaimah, or going to Dibba, what the UAE government can do is promote a lot of events, activities in these places, showcasing the local customs and traditions of that certain place" (ExpP30)</i>
Tourist activities allowed me to meet Emiratis (/Expats)	Exposure – Tourism: <i>"I mean it [tourist attraction] is to attract tourism, but at the end of the day, we're all tourists here as well, you know, everybody, even the Emiratis are, can be tourists in their country. So the more you interact, the more you learn and the more you see" (ExpP12)</i>

25. I think I (/Expats) could have adjusted to Dubai better if ...	
Variable	Theme and exemplary quote
For Emirati participants, change to "They have..." or "Their..."	
My language skills were improved to reduce the language barrier	<p>Destination – Multinational: <i>"I think strengthen their [Emiratis'] English language to be able to better communicate, be open to different points of view, it might conflict with yours, but it doesn't mean that this is the end of the world" (EMP20)</i></p> <p>Destination – Convenience: <i>"Well for certain groups of employees, training in Arabic should be almost mandated" (ExpP 23)</i></p>
I could meet Emiratis/expatriates at social events	Exposure – Opportunities to meet: <i>"More social event where you get to mingle a bit within, because, I mean, for us expats, the way you socialise is you go out for brunch and you meet your friends, when you don't get any locals, yeah. Or maybe some, but it's not that their culture, it's not their kind of thing. And then you find out that it's OK to socialise without having to drink." (ExpP6)</i>
I could met Emiratis/expatriates at my place of work	Exposure – Opportunities to meet: <i>"Opportunities exist in the work place, universities and schools</i>

	<i>(provided they are multinational, not Emirati-only schools)" (EMP34)</i>
There were more social and cultural activities	Exposure – Opportunities to meet: <i>"Maybe, of course, there's a lot of initiatives can be done in terms of, you know, programmes for, you know, introducing the culture, that maybe applies even not, I would say not necessarily to me, but in general. More cultural, local, for example, I have not, could not find a local food restaurant for more than 3 years in Dubai" (ExP12)</i>
Expatriates and Emiratis/expatriates were encouraged to respect each other	Individual – Respect: <i>"To respect each other and then like if I want to chat with expats or they want to chat with me first thing they each side, they know that they need to respect each other" (EMP28)</i>
Expatriates and is Emiratis/expatriates were encouraged to understand and learn about each other	Host – Understanding/Support: <i>"they don't understand or they misunderstand whatever you're saying, because they learn something else in their country, and then they come here, so they think that is the same, so maybe they misunderstand and then we have some issues with each other" (EMP28)</i>
My company provided activities to help me adjust	Company – Pressure/Support: <i>"maybe company or government should support more learning Arabic to foreign culture, maybe with some free classes, more...some, you know, instructors, so maybe some foreigners will start learning Arabic, some more Islam culture" (ExP1)</i>
My company provided e.g. accommodation, child schooling support, so I did not have to worry about them	Company – Benefits: <i>"They [the company] gave us 2 weeks they gave us 2 weeks accommodation to find a place, then after we found a place, they helped us with the rent." (ExP3)</i>
Information was provided/available to me before and just after I moved to Dubai	Individual – Research: <i>"I think certainly that guide needs to be before you get here so I think you need to have that before you enter the country so that you know some of the information before you arrive." (ExP27)</i> Individual – Research: <i>"Flyers, not flyers, brochures, something which educate people about the local culture. I think they are doing this, but people still not get it that much. I mean let's say here in Emirates Tower. If we could have, like, brochures in the hotel tower which get, which people can take, they can know about the local community here" (EMP8)</i>
Tourism provided more entertainment activities for me to meet Emiratis/expatriates	Exposure – Tourism: <i>"...tourism is always a good mechanism for enabling any cultures to mix together. So I think, yes, they could be more tourism related maybe events that could</i>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

	<i>enable people to socialise, maybe more”</i> (ExP27)
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Appendix F

Exploratory Factor Analysis write ups

1. *Impact of Tourism*

Prior to testing the 15 items measuring participants' perception of tourism in Dubai the suitability of the use of factor analysis was deemed appropriate, with 7 items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.785 and a Barlett's Test of Sphericity significance of 0.000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 4 factors with eigenvalues over 1, explaining 31.2%, 24.8%, 8.9%, and 7.6% of the variance, respectively. The screeplot showed a clear break after the third component, hence 3 components were retained. The three-component solution explained 65% of the variance, with Factor 1 contributing 31.2%, Factor 2 contributing 24.8%, and Factor 3 contributing 9%. Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred to the benefits of tourism in terms of cultural opportunities, availability of activities, and improvements in terms of services and living standards. Factors 2 and 3 referred to the costs of tourism, with Factor 2 covering more financial (living and housing costs) and Factor 3 covering social costs (crime and pollution). In efforts to improve the quality of the instrument, questions with a low communality values were dropped or altered (Pallant, 2007). The following items in Table 4-6 were adjusted accordingly.

Table 0-1:
Impact of Tourism Construct Adjustment

Question	Communality score	Action
The number of jobs	0.368	Merged to 'The standard of the economy (Jobs, income, standard of living etc.)'
The standard of living	0.539	
The revenue generated	0.557	
Community spirit	0.588	Deleted

2. *Opinions of Tourism*

Prior to testing the 19 items measuring participants' opinion of tourism in Dubai the suitability of the use of factor analysis was deemed appropriate, with 15 items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.880 and a Barlett's Test of Sphericity

significance of 0.000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 4 factors with eigenvalues over 1, explaining 49.9%, 12%, 6%, and 5.3% of the variance, respectively. The screeplot showed a clear break after the third component, hence 3 components were retained. The three-component solution explained 67.9% of the variance, with Factor 1 contributing 49.9%, Factor 2 contributing 12%, and Factor 3 contributing 9%. Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred to positive opinions about tourism concerning the economy and touristic growth. Factor 2 included negative opinions surrounding the lifestyle of Dubai. Factor 3 included positive opinions from a cultural perspective. Items with a low communality were dropped to create a leaner construct. The following Table 4-7 reflects the adjustments to this construct along with the relative communality scores.

Table 0-2:
Tourism Opinion Construct Adjustment

Question	Communality score	Action
I like tourism because Dubai has clear rules and regulations for tourists	0.602	Deleted
I like the service quality in Dubai that tourism has encouraged	0.418	Deleted
I think more tourists from a culture similar to the UAE should visit	0.547	Deleted

3. *Adjustment to Dubai*

Prior to testing the 26 items measuring elements assisting participants' adjustment to Dubai the suitability of the use of factor analysis was deemed appropriate, with 5 items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.799 and a Barlett's Test of Sphericity significance of 0.000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 7 factors with eigenvalues over 1, explaining 27%, 11.1%, 7.5%, 5.9%, 5.6%, 5%, and 4% of the variance, respectively. The screeplot showed a clear break after the fourth component, hence 4 components were retained. The four-component solution explained 51.4% of the variance, with Factor 1 contributing 27%, Factor 2 contributing 11%, Factor 3 contributing 7.5%, and Factor 4 contributing 5.9%. Oblimin rotation was performed which demonstrated clear loadings over four factors. Factor 1 referred to understanding and support systems

(clear and understandable systems, supportive lifestyle, and host respect). Factor 2 included personal traits of adaptability and international exposure. Factor 3 included exposure to hosts and the cultural distance. Factor 4 included company and family support. A number of items were dropped from this construct to create a more succinct and useful construct. The following items in Table 4-8 were adjusted or merged, given the following communalities. Items with low communalities were removed from the construct. The only exception here was

*Table 0-3:
Adjustment Construct Question Adjustment*

Question	Communality score	Action
I understand Arabic	0.317	Merged to 'The language barrier in Dubai is small'
Emiratis understand English	0.306	
I understand the local culture	0.476	Deleted
I travel internationally	0.574	Merged to '
I have had previous experience as an expatriate	0.194	I have international experience (travel and work)'
I understand the systems in Dubai	0.570	Deleted
My company conducted an orientation/induction programme to Dubai	0.508	Merged to 'my company assisted with my adjustment'
My company benefits (e.g. accommodation, child schooling support)	0.512	
Dubai is a multi-national society	0.350	Merged to 'Services and lifestyle in Dubai are international, convenient and support adjustment'
Services in Dubai are very convenient	0.505	
Facilities in Dubai reflect my culture	0.561	
Dubai's lifestyle is supportive of adjustment	0.527	
Dubai is a different environment to what I am used to	0.415	Deleted

4. Improved Adjustment

Prior to testing the 15 items measuring how expatriates and nationals could better adjust to each other, the suitability of the use of factor analysis was deemed appropriate, with 6 items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.854 and a Barlett's Test of Sphericity significance of 0.000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 4 factors with eigenvalues over 1, explaining 42%, 10.8%, 7.8%, and 7.3% of the variance, respectively. The screeplot showed a clear break after the third component, hence 3

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

components were retained. The three-component solution explained 60.5% of the variance, with Factor 1 contributing 42%, Factor 2 contributing 10.8%, and Factor 3 contributing 7.8%. Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred social interactions and respect. Factor 2 included company activities to help educate traits of adaptability and international exposure. Factor 3 included knowledge and understanding of each other. As part of the adjustment to the construct, the items listed in the

The construct of Improved Adjustment was altered, according to the details in Table 4-9. In this case, four questions were deleted while two were merged.

Table 4-9 following were altered accordingly.

*Table 0-4:
Improved Adjustment Construct Adjustment*

Question	Communality score	Action
I knew Arabic	0.527	Merged to 'My language skills were improved to reduce the language barrier'
Emiratis knew English	0.307	
I could meet other residents through hobbies I do	0.482	Deleted
I had friends or family visit me from aboard	0.535	Deleted
There were more cultural activities at my/my children's school	0.570	Deleted
Dubai was marketed to tourists as a more cultural destination	0.553	Deleted

5. Communication

Prior to testing the 19 items measuring how participants preferred to communicate, the suitability of the use of factor analysis was deemed appropriate, with 8 items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.773 and a Barlett's Test of Sphericity significance of 0.000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 5 factors with eigenvalues over 1, explaining 29.4%, 19.8%, 8.3%, 6.8%, and 6.2% of the variance, respectively. The screeplot showed a clear break after the third component, hence 3 components were retained. The three-component solution explained 57.5% of the variance, with Factor 1 contributing 29.4%, Factor 2 contributing 19.8%, and Factor 3 contributing 8.3%. Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred preference to communicate with similar individuals. Factor 2 referred to the topic of conversation guiding communication. Factor 3 referred to the style in which the topic was communicated. This construct was adjusted according to the following revisions identified in Table 4-10. In this scenario, similar constructs relating to homophily (McPherson et al., 2001) were combined in order to reduce the number of questions.

*Table 0-5:
Communication Construct Adjustment*

Question	Communality score	Action
I prefer to talk with people who are similar to my age	0.603	Merged to 'I prefer to talk with people who are similar to me (similar age,

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

I prefer to talk with people who are of the same gender	0.712	gender, education, religion, job, social level, language)
I prefer to talk with people who have a similar religion to me	0.728	
I prefer to talk with people who have a similar education to me	0.723	
I prefer to talk with people who have a similar job to me	0.750	
I prefer to talk with people who are of a similar social level to me	0.705	
Topics must be discussed in my own language for me to remember/understand	0.685	
I will talk to other people about topics in my own language	0.734	Deleted

Appendix G

Arena, Theme, and Indicative Quotes

Arena	Subtheme	Indicative Quote
Destination	Activities	<p>Our national day, we celebrate our national day if they celebrate with us, they will come to know how, how happy we are on that day, for example, how we treat that day with all respect, you know. (P9)</p> <p>I don't meet someone that who has different interest than mine, even if we meet maybe like, you know, we meet for short 'hello and how are you' and then inside like, you know, ignore him because we don't share the same interest with each other. If I wake up I go running or I go cycling, I can see like maybe an English or an American guy cycling the connections between us comes because we share the same thing. (P18)</p> <p>Some kind of structured, a structured informal process to interact in a more kind of informal social environment with Emiratis but in a structured way with a purpose to have these people talk about their history, their culture and their habits, their cultural viewpoints perceptions, yeah all that stuff. (P23)</p> <p>Family gets together you know for example for my family to know my colleagues families you know so maybe you know it would be a good settings you know like once a week you know get together all the families you know not just as called teambuilding that maybe families can also get together for kids to know you know I know either of my colleagues, my expatriates colleagues' kids as well. (P29)</p>
	Multinational	<p>The multi-cultural nature of Dubai has made this complicated – because you always have to adapt, so Emiratis avoid, unless they are very open minded. (P13)</p> <p>Even at schools, you have a lot of multinational schools around here, you have a lot of activities for foreigners or expats here whether it's rugby, jazz music, so everything, so basically I think they've adjusted fine. (P16)</p> <p>They've adjusted quite well, because of the multi-cultural, in like Dubai is multicultural, as you know, and like it has a lot of people, a lot of cultures (P22)</p> <p>I don't know how to say this, but like because for example if someone is coming from China, there are a lot of Chinese in Dubai so they can easily you know...[adjust] (P32)</p> <p>So, what I wanted to say is like before we never had concerts like things we are seeing it that is more, we are getting adjusted, we are seeing that is completely different, like the old days I would say when I was that say my first 10 years of my life you would never see a female sitting in a coffee shop. (P35)</p>
	Convenience	<p>The city's already designed for foreign people like, I mean everything done by English and...it's very much international city, like the airports, you know, its flying everywhere. (P1)</p> <p>You come into the shock of like... OK, to be able to have a bank account, you need a visa, right, to be able to have a cheque book, you need a bank account and to be able to get an apartment, you need a cheque book, right. (P5)</p> <p>How near the, geographically, is Dubai, close to Asia, to Africa, to Europe, you know, this helps them a lot within their vacation-wise or their business perspective. Connecting, you know, travelling, so it makes a lot. (P9)</p> <p>The other thing is because life in Dubai is very easy and very cosmopolitan, you know, Dubai is a very cosmopolitan city, so I don't think they find a reason</p>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

		<p>or, probably, they don't find a need to look further, you know, in this type of other life. (P10)</p> <p>Things kind of work, you almost say things work, you know, the telephone system works, the traffic lights work, the mail system works, so to me compared to other environments, UAE is a very, relatively easy place to adjust to, from a personal perspective. (P23)</p>
	Government Rules and Regulations	<p>Because of the rule and regulation, it's clear, everything here is clear. I mean the responsibilities between the local and between the expatriates is known, is clear. (P8)</p> <p>It helped them adjust because they clear. Because the rules and regulation are straightforward, clear and must be, you know, must be taken in consideration and abide to by anyone living here. Since they are not vague, people will, you know, will just follow them easily. (P10)</p> <p>Now we are not where we want to be in terms of recognising labour laws and their rights but fortunately things you know under the direction of His Highness have moved in the right direction where he promotes you know accommodations you know insurance for them. (P29)</p> <p>And I think as an Emirati, we need to let them know, you know, a lot of them they do one know their limits. (P29)</p> <p>Given the comfort to live here like you know all the ladies and men's to walk out, they don't need to get scared from the locals here! (P31)</p>
Host	Acceptance	<p>And second, I didn't feel that's it quite a closed society or, yeah, I actually, it's a paradox, nowadays actually how people perceive Islam and so on, especially lately, I feel like they are quite open in terms of, they give you the freedom to choose your path. (P14)</p> <p>I think Emirati you know other than the direction of his Highness we are very tolerant with other beliefs (P29)</p> <p>They [expatriates] are part and parcel of the society. So many people have, are married to expatriates whether they are from Iran, India, Pakistan and many people from Europe you see. (P33)</p> <p>You can see locals as well as expatriates and they are respected, they are welcome. (P33)</p> <p>Yeah, and I think one of the reason is the locals are welcoming them. (P35)</p>
	Perceptions of Host	<p>Ah the Emiratis, they're lazy and they only want to work in government'. This is the, you know, the general perception, right, but that's not always ...that's not the case (P5)</p> <p>I think because of a lot of misconceptions, stereotypes from both sides. (P16)</p> <p>Because many of the younger generation nowadays other third-generation within, I guess you could say, financial gain and so, in, in a lot of people who tend to let money get to their ego, they become arrogant, they are rude, they are uncontrollable in their own society, as well as in other societies, and I think it is, it is in the younger generations, nowadays, becoming quite a problem. (P25)</p> <p>General consensus among expatriates that the Emirati workforce don't work has hard as the expatriate workforce (P30)</p> <p>They used to tell me that oh we are scared and what if something happened what have we say something wrong...yeah! (P32)</p>

	Understanding and Support	<p>They [Emiratis] have to go out of the country and then see as much as possible. To...to how we grew up, how we develop our country....erm...how we struggle with other countries...er...since. (P1)</p> <p>But some Emiratis will also need to understand that, Yes they (expatriates) are guests, but they're also contributing. Yeah. (P3)</p> <p>They understand they need expats and they don't feel like they are invading their countries or stealing their jobs or corroding their culture, as far as I know, at least. (P11)</p> <p>I never had this 'Oh, this is', I've never seen this because I grew up in a environment since I was a kid that it's a mixed environment, you have people from all over the place. Maybe if I was living in a rural area back then where I only meet people from my own, my own people basically, it would make a different, but I've never had this, I've always lived with expats, I grew up with them basically. (P16)</p> <p>Because they're not well experienced, they haven't communicated with them, like I could see my friends through, now, you could more know the person through their social media, through the Instagram, can talk, you know, sometimes, it can talk what does the person actually do. Through the social media, because now technology is taking over, you know! (P18)</p>
Company	Business	<p>The opportunities from investments, from opening a business, from developing their skills, from studying the market itself because this is a really new market with a lot of potential and competition. (P9)</p> <p>To the social life, probably to, not to that extent because I've been very busy with work and I did not have too much time to socialise. (P24)</p> <p>The most difficult thing is like to not get a job. If you don't get a job, you cannot continue here. (P28)</p> <p>But so many of them they found opportunity down here and they spent this money and, I mean develop themselves down here. (P33)</p>
	Support/ Pressure	<p>[WORK] was very...generous with...housing allowance and the...the furniture allowances...gave us a lot of money to go on an annual trip. (P2)</p> <p>Depends on, well my line of work, I don't think so. If you interact with, I mean, if you interact with others, let's say, customers or whatever, maybe that could have been different, but not really. Because we don't have a relationship with students that way. (P11)</p> <p>We had a period of induction where we were shown the ropes in terms of what was necessary at work, but also given a tour round the entertainment places, so it was very interesting. (P19)</p> <p>But also my colleagues, so, you know within three months once I got to know, you know the guys who I work with at the time, they, they were the ones, because my wife wasn't here until after I'd been here six months, so they were the guys that took me out and about, showed me Dubai, you know, talked to me about life here, the realities. (P23)</p>
Exposure	Opportunities to meet	<p>At the beginning I didn't have direct contact with the local community so it wasn't very difficult to adjust because most of the people I was interacting with were my age, doing the same thing, we're all studying in Dubai and I think it was not very difficult for me to adjust to the country and I didn't have any culture shocks or something like this. (P12)</p> <p>Like my friend, she's very open and engaged in her children's schools, so she interacts with expats in every-day level I know other Emiratis that send their</p>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

		<p>driver and their maids, so I think wherever they are and they do have an opportunity. (P17)</p> <p>So we have a lot of Emiratis at work with us and that's one form of interaction than I've had with a local population. (P30)</p> <p>As well at the moment if you look at most of the interaction between Emiratis and the expatriates happen in schools. (P30)</p> <p>I think what helps me is knowing more expats. As a local, knowing more expats. Just you cannot sit there and just surround yourself with your own people and then expect adjustment. (P35)</p>
	Cultural	<p>Traditions, they should, I think they need to share more about traditions and, OK, when it comes to holidays, everybody knows there's a Ramadan, there's Eid and stuff like that, but they don't really show people how, let's how locals celebrate it. I'm sorry, it might sound like, I think that's the thing. They could, yeah. To share the real traditions, even if they don't really have much, but still there are things you can... (P7)</p> <p>There should be like a platform, you know there's an example that have been done with Sheikh Mohammed Cultural Centre, something. (10)</p> <p>See the fact is, as well, because our children are interacting a lot with foreigners they forgot to speak, for instance, Arabic. (P16)</p> <p>I as an Emirati I want to show our culture is I want to sell our culture is, I want them to know the way we do things in here and I think maybe that's one of the reasons they do come visit Dubai then not only coming to you know spend in five-star hotels with as we can see a lot of tourist when they do come to Dubai they only at the hotel at the rooms for a few hours when they're resting rest of the time they're on the tour buses and running around the cities and you know getting to know the culture. (P29)</p>
	Tourism	<p>Because they have access to expats and they can have access to Emiratis and they can be used as a tool to spread information and to get the information to expats of what's applicable, what's, you know, what's doable, what's not, what's allowed, so they can be used as a channel to spread this information. (P10)</p> <p>It gives more opportunities of interaction with the local community and because Dubai is a tourist destination, there is more and more of these activities being implemented to introduce the tourist to the Emirati culture and that would help achieve what I just mentioned before. (P12)</p> <p>When you go to, when you go to a country, you interact with the tourist, with the locals basically, but here we don't have that interaction with the, with the foreigners with the expats, I think by integrating more nationals into the hospitality you would bring this, you know, you would bring people together more, people will understand the culture. (P16)</p> <p>Yes, I think it could I mean, tourism is always a good mechanism for enabling any cultures to mix together. (P27)</p>
Individual	Respect	<p>I think everybody has to have respect for the others' cultural traditions. Despite even if they do not agree or disagree with what they are doing and how they are represented. Er...last thing is when you are in a country, respect it. This is, I think, the most important thing is respect the country you are in and that's providing you good quality of life. (P3)</p> <p>So I'm happy with the adjustment that's happened to them because we do see very high respect. (P10)</p>

		<p>Second of all is you try to learn from people and I respect people who teach me something, so regardless of nationality, regardless of religion, regardless of anything, if you taught me something, I salute you, I respect you. (P20)</p> <p>But the expats should understand the culture, so they need to go with it, you know to have better dress code in these thing. (P28)</p>
	Personality	<p>Because there's no interest in getting to know how the real people, the real land owners are living probably, the way the country is here, generally expats would come here and make a living (P10)</p> <p>But some, I could see that some people they actually want to interact, they want to interact, they want to talk and they want to do things. (P16)</p> <p>And, I think, you know, there is an element of curiosity also, there is 'I wanna get to know Emiratis, I wanna get to know the Arabs here' if you've never been here. (P21)</p> <p>Actually the person who should encourage there-self to learn about this country. (P28)</p> <p>Unless there is a strong feeling/need to meet and explore different nationalities etc. (P34)</p>
	Understanding	<p>Perhaps it helped me, what I gained before, because if you are in such country, I can see the people coming, expatriate for the first time here, they're quite surprised, I mean, they are very...have a lot of critics about the way people are, the way they are living and they do, and they are stupid and....but...er...for me, no, I tried to experience it, 'look, this is the way they, they are' (P4)</p> <p>I don't see there's an adjustment because I lived with it all my life, I grew up with it. (P16)</p> <p>But I guess, because I've been interacting with expats my whole life. (P22)</p> <p>We worked with expatriates even as housemaids in our houses since the early days, you see I was a child and there were one or two expatriates serving in our house, helping my mother. (P33)</p>
	Cultural Connection	<p>It's similar to [COUNTRY] so it's, well, it's somewhat it's similar to cultures that I know so it wasn't too difficult, I would say. (P11)</p> <p>Well, first of all, I'm originally from the Middle East so I've, I was somehow familiar with the culture of the Arab world (P12)</p> <p>Indians, I mean, Asians, because the cultures is a bit closer to the UAE culture, so that goes to the point where we said that people understand things like values and sense of humour and those kind of things, you, they understand you better (P20)</p> <p>So actually, we learn from expat as well, and they learned from our culture, like we have different culture from each other, so it's a good opportunity for both sides as well. (P28)</p>
	Friends and Family	<p>I missed my family a lot, that's why I decided to go back. (P7)</p> <p>But now, don't know about you, but Skype is fantastic. Face-Time, you know, whichever, whichever platform you're using, the ability to, to talk cheaply and often has made adjustment, I think, adjustment now is far simpler, so the lack of technology at the time was a problem, yeah. So mobile phone bills were pretty large, yeah, and it's, it was quite a sad, quite lonely time, you know, away from loved ones and [WIFE] (P19)</p>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

		<p>Because some of them they come here to work for the families, like their families are abroad and they are here to, to get, to get money for them or to try to save some money (P22)</p> <p>A lot of people when they come in from different nations some of them they leave their families their children and their parents behind and is very natural when you come in here you know you be homesick (P29)</p> <p>It can also be out in the public but it's more effective if it's at school because I mean, children have to a certain extent an influence on their parents, right. (P30)</p>
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Appendix H
Arena, Theme, and Codes

Arena	Theme	Sub-theme
Communication	SCT	
Company	Business	Business - busy
Company	Business	Business Opportunity
Company	Business	Facet - Business
Company	Business	No alternative
Company	Pressure/Support	Benefits
Company	Pressure/Support	Facet - Business
Company	Pressure/Support	Local co-workers/job
Company	Pressure/Support	Pressure/Support
Company	Pressure/Support	Activities
Destination	Activities	Activities
Destination	Activities	Awareness / Marketing
Destination	Convenience	Barriers to Exit
Destination	Convenience	Convenience limits
Destination	Convenience	Convenient services
Destination	Convenience	Cultural Convenience
Destination	Convenience	Cost
Destination	Convenience	Personality
Destination	Convenience	English use
Destination	Convenience	Language Knowledge- Local
Destination	Multi-national	Awareness / Marketing
Destination	Multi-national	Destination Development
Destination	Multi-national	Long-Term Future
Destination	Multi-national	Different Environment
Destination	Multi-national	Weather
Destination	Government/Rules	Pressure/Support
Destination	Government/Rules	Government
Destination	Government/Rules	Rules and Regulations
Destination	Government/Rules	Safety
Destination	Government/Rules	Understanding/knowledge
Destination	Multi-national	Lifestyle
Destination	Multi-national	Multi-national
Destination	Multi-national	Religion
Exposure	Opportunities to meet	Company
Exposure	Opportunities to meet	Company
Exposure	Opportunities to meet	Company
Exposure	Opportunities to meet	Company
Exposure	Opportunities to meet	Company
Exposure	Culture	Awareness / Marketing
Exposure	Culture	Cultural strength
Exposure	Culture	Culture visible
Exposure	Opportunities to meet	Opportunities to Meet
Exposure	Opportunities to meet	Opportunities to Meet
Exposure	Opportunities to meet	Opportunities to Meet

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Exposure	Opportunities to meet	Opportunity to meet locals
Exposure	Opportunities to meet	Opportunity to meet locals
Exposure	Opportunities to meet	Opportunity to meet locals
Exposure	Opportunities to meet	Opportunity to meet locals
Exposure	Tourism	Awareness / Marketing
Exposure	Tourism	Marketing
Exposure	Tourism	Outbound tourism
Exposure	Tourism	VFR
Exposure	Opportunities to meet	Bank
Exposure	Opportunities to meet	Daily Life
Exposure	Opportunities to meet	Em-company
Exposure	Opportunities to meet	Ex- Not important
Exposure	Opportunities to meet	Ex-company
Exposure	Opportunities to meet	Ex-Daily
Exposure	Opportunities to meet	Ex-important
Exposure	Opportunities to meet	Ex-important-contribution
Exposure	Opportunities to meet	Ex-social
Exposure	Opportunities to meet	Local - Airport
Exposure	Opportunities to meet	Local - Important - they are locals
Exposure	Opportunities to meet	Local - Important - Connection
Exposure	Opportunities to meet	Local - Important - L/R relationship
Exposure	Opportunities to meet	Local - Important - new opportunities/learning
Exposure	Opportunities to meet	Local - Not Important
Exposure	Opportunities to meet	Local - not important - local not need
Exposure	Opportunities to meet	Local - Not important - Not necessary
Exposure	Opportunities to meet	Local - Shopping Malls
Exposure	Opportunities to meet	Domestic Tourism
Host	Perception of Host	Awareness / Marketing
Host	Understanding/Support	Destination Development
Host	Acceptance	Lifestyle
Host	Acceptance	acceptance
Host	Acceptance	Privileges
Host	Perception of Local	Perception of Local
Host	Understanding/Support	International Exposure
Host	Understanding/Support	Understanding/Support
Host	Perception of Host	Awareness / Marketing
Individual	Comfortable - personal	Comfortable - personal
Individual	Comfortable - personal	Feel at home
Individual	Comfortable - personal	community Contribution
Individual	Comfortable - personal	Facet - Social
Individual	Comfortable - personal	Financials
Individual	Cultural Connection	Cultural Connection/Understanding
Individual	Friends/Family	Child Education
Individual	Friends/Family	Connections at home
Individual	Friends/Family	Em Family Commitments
Individual	Friends/Family	Friends/Family

Individual	Friends/Family	Spouse Adjust
Individual	Friends/Family	Sympathy and Support
Individual	Understanding	Grateful
Individual	Personality	Lifestyle
Individual	Personality	No alternative
Individual	Personality	Interest
Individual	Personality	Open Minded
Individual	Personality	Personality
Individual	Understanding	Proud
Individual	Understanding	Respect
Individual	Understanding	Self-imposed rules
Individual	Understanding	Awareness / Marketing
Individual	Understanding	Education/Schools
Individual	Understanding	Experience
Individual	Understanding	Research
Individual	Understanding	Sympathy and Support
Individual	Understanding	Media Awareness
Individual	Understanding	Understanding/knowledge
Destination	Multi-national	Language Barrier
Destination	Multi-national	Language knowledge – English
Tourism	Tourism Likes and dislikes	Behaviour
Tourism	Tourism Likes and dislikes	Traffic
Tourism	Tourism Likes and dislikes	Transportation
Tourism	Tourism Perceptions	Economic
Tourism	Tourism Perceptions	Growth
Tourism	Tourism Perceptions	Hotels
Tourism	Tourism Perceptions	Jobs
Tourism	Tourism Perceptions	Meeting opportunity
Tourism	Tourism Perceptions	organized
Tourism	Tourism Perceptions	Negative
Tourism	Tourism Perceptions	Positive

Appendix I
Ethics Form

University of Exeter Business School

Ethics Form: PGR Research Projects

Please use the 'Guidance for completing Business School ethics form' to help you complete this form

This form is to be completed by PGR student and signed by the primary project supervisor. Only students with a lead supervisor in the Business School can apply for ethics clearance to the Business School ethics panel. Those with a lead supervisor in another school or institution should seek advice from their relevant ethics panels.

When completing the form be mindful that the purpose of the document is to clearly explain the **ethical considerations** of the research being undertaken. Please include relevant and adequate detail for the ethics review panel to make their decisions about the ethical considerations you have made for your project. Please note that it is the responsibility of the student and supervisors to identify where their research may raise ethical issues, familiarise themselves with the ethics procedures and submit their work for review well in advance of starting their project. **Retrospective ethics applications will not be considered.**

Once completed, please submit the form electronically to and post a hard copy to Business School Research Office, Forms will only be forwarded for approval once the hard-copy has been received.

University of Exeter's Ethics policy relating to research

The University of Exeter is research intensive and dedicated to furthering knowledge in a responsible and exacting manner. In the conduct of research by academic staff and students the University strives to protect the safety, rights, dignity, confidentiality and anonymity (except where covered by an appropriate protocol) of research subjects, the welfare of animals and the sustainability of the environment. The University also endeavours to safeguard the wellbeing, rights and academic freedom of researchers and the reputation of the University as a centre for properly conducted, high quality research. The University maintains a separate *Code of Good Practice in the Conduct of Research* which it requires all researchers to follow¹.

Ethical issues are manifest in a wide variety of research activities and arise especially when the conduct of research involves the interests and rights of others. The adoption of an ethical position in respect of such research requires that the researcher observes and protects the rights of would-be participants and systematically acts to permit the participants to exercise those rights in full accordance with UK law. Ethical practice in

¹ <http://www.exeter.ac.uk/research/toolkit/throughout/goodpractice/>

such cases requires that participants and/or legal guardians, at a minimum, be fully informed, free to volunteer, free to opt out at any time without redress, and be fully protected in regard to safety according to the limits of best practice. The Business School follows the policy set by the University of Exeter.

The University also upholds principles of **integrity** and the need for researchers to be honest in respect of their own actions in research and their responses to the actions of other researchers. Researchers will be required to comply with requests to the University under the Freedom of Information Act 2000 and practice **openness** in their research endeavours wherever possible.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Part A: Background of the research project

Title of project	<i>Bridging the gap between expatriates and nationals; The role of tourism</i>
Name of lead researcher / Primary investigator for this project and affiliation	<i>Christopher Dutt</i>
Name(s) of other researchers and affiliation (s)	<i>Dr. William Harvey, University of Exeter Prof. Gareth Shaw, University of Exeter</i>
Start and estimated end date of project	<i>Start: October, 2014 Estimated end: October, 2017</i>
Source of funding for the project	<i>Self-funded</i>
Is this application being made prior to a grant application? Which funder?	<i>No; no grant is being requested.</i>
Aims and objectives of the project	<p><i>The focus of this research is to explore the use of tourism in improving the understanding and awareness of the expatriate in the host destination. The research question asks:</i></p> <p><i>"How can tourism promote cultural awareness and understanding among expatriates when interacting with the national population in Dubai?"</i></p> <p><i>In order to effectively answer this question, the following aims and objectives have been identified:</i></p> <ul style="list-style-type: none"> <i>I. To analyse expatriates' and nationals' support for tourism</i> <i>II. To analyse and critique expatriates' and nationals' adjustment to one another</i> <i>III. To understand and analyse the current relationship between expatriates and nationals.</i> <i>IV. To understand the influence of tourism on the relationship between the expatriate and the national.</i> <i>V. To develop and offer practical solutions to the UAE government and local businesses for developing the relationship between the expatriate and the national.</i>
Is the main applicant employed by the UEBs for the duration of this project? Note: only researchers employed by the Business School can apply for ethics	<i>Yes, I am registered throughout this project as a postgraduate researcher.</i>

clearance by the UEBS ethics panel.	
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Part B: Ethical Assessment

Please complete the following questions in relation to your research project. If you answer Yes to any of the sections, please elaborate

	Yes	No
Research that may need to be reviewed by NHS NRES Committee or an external Ethics committee (If yes please provide details as an annex)		No
Will the study involve recruitment of patients or staff through the NHS or the use of NHS data or premises and/ or equipment?		No
Does the study involve participants age 16 or over are unable to give informed consent? (e.g. people with learning disabilities: see mental Capacity Act 2005. All research that falls under the auspices MCA must be reviewed by NHS NRES)		No
Research that may need a full review		No
Does the research involve other vulnerable groups: children, those with cognitive impairment, or those unequal relationships ?(e.g. your own students) Have you read the appropriate Act; ethical practices governing research with the group you aim to study?		No
Will the study require the co-operation of a gatekeeper for initial access to the groups or individuals to be recruited? (e.g. students at school, members of self-help group, residents of a nursing home?)	Yes	
Will it be necessary for participants to take part in the study without their knowledge and consent at the time?(e.g. covert observation of people in non-public places?)		No
Will the study involve discussion of sensitive topics? (e.g. sexual activity, drug use)		No
Are drugs, placebos or other substances (e.g. food substances, vitamins) to be administered to the study participants, or will the study involve invasive, intrusive or potentially harmful procedures of any kind?		No
Will tissue samples (including blood) be obtained from participants?		No
Is pain or more than mild discomfort likely to result from the study?		No
Could the study induce psychological stress or anxiety or cause harm or negative consequences beyond the risks encountered in normal life?		No
Will the study involve prolonged or repetitive testing?		No
Will the research involve administrative or secure data that requires permission from the appropriate authorities before use?		No
Is there a possibility that the safety of the researcher may be in question? (e.g. in international research: locally employed research assistants)		No
Does the research involve members of the public in a research capacity?		No
Will the research take place outside the UK?	Yes	
Will the research involve respondents to the internet or other visual/ vocal methods where respondents may be identified ? (i.e. through the findings)		No
Will research involve the sharing of data or confidential information beyond the initial consent given?		No
Will financial or other inducements (other than reasonable expenses and compensation for time) be offered to the participants?	Yes	

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

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[ESRC ethics initial checklist²]

² ESRC ethics initial checklist, Framework for Research Ethics (FRE), (2010).

Part C: Further and brief details for any sections answered 'Yes'. If you answered 'yes' to any of the above sections, please elaborate with detail here. Each in turn.

Permission from a gate keeper is required in order to conduct the second, quantitative, stage of the study. The gate keeper has already been contacted and permission has been agreed with no clauses requested or attached. In this case, I have been speaking to the CEO and Director of Insights in order to facilitate the dissemination of my questionnaire through the company's database. I will be working with the Director of Insights on the development and distribution of the questionnaire.

The research for both stages of the study will be taking place in Dubai, United Arab Emirates. The researcher currently resides here and has done so for the past 17 years.

A financial incentive will be offered to participants to complete the questionnaire distributed in the second stage of the study. Participants, if they wish, will be asked to input a membership number to be considered in the draw to win a voucher worth around £100 sterling. The gate keeper identified earlier will maintain control of this section of the questionnaire, while the researcher will maintain control of the participant's responses. There will be no overlap. Previous experience with this gate keeper was undertaken using similar methods. The gate keeper received no participant-related data and the researcher obtained no participant membership numbers.

Part D: Project Summary (Ethical Considerations)

Provide an overall summary of the Research that will be employed in the study and methods that will be used **(no more than 250 words)**

The study is attempting to ascertain the perception of expatriates and nationals to one another and their adjustment to each other. The underlying premise, which this study intends to measure, is that tourism can be used as a medium to encourage expatriate and national adjustment.

In order to understand the nature of this proposed relationship, data will be collected from residents and citizens of Dubai, United Arab Emirates.

The study will follow a mixed methodological approach in two stages. The first stage will utilise qualitative interviews. During this stage, expatriates and nationals in Dubai will be interviewed with the aim of establishing how they adjust to each other. Individuals known to the researcher or members of various expatriate or local clubs will be contacted and asked to participate. These individuals will then be asked to recommend others to also participate in the study.

The second stage of the study will use quantitative questionnaires which will be distributed to expatriates and nationals in Dubai. An electronic questionnaire will be distributed through a database provided by a local company. This company has already agreed to provide access for the purpose of this research.

Part E: Ethical Considerations for method(s).

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

List each of the methods you aim to use to recruit participants and describe the methods you will use to gain their 'informed consent' (If written consent will not be obtained for any of your methods, this must be justified). At the least the following should be considered for each method.

- Confidential and anonymity for all participants and organisations
- Storing of data according to the UK Data Protection Act and also any additional provisions you have to make for the data in other countries where your study is based. *[Note: If the project involves obtaining or processing personal data relating to living individuals, (e.g. by recording interviews with subjects even if the findings will subsequently be made anonymous), you will need to ensure that the provisions of the Data Protection Act are complied with. In particular you will need to seek advice to ensure that the subjects provide sufficient consent and that the personal data will be properly stored, for an appropriate period of time.]*
- Voluntary participation following informed consent
- ***Please attach a copy of every Information Statement and Consent Form that will be used, including translation if research is to be conducted with non-English speakers. Document in verbatim to be provided in cases where consent is to be obtained verbally.***

Interviews	<i>Individuals known to the researcher will be contacted and requested to participate in the study. Participants will be asked to recommend further potential participants. All individuals will be asked to sign a consent form (see attachment), clarifying that participating in this study is entirely voluntary and they have the right to withdraw from the interview at any time. The form will also ask for the interviewee's permission to record the interview.</i>
Questionnaires	<i>Questionnaires will be distributed through a company's database. The questionnaire will inform participants that participation in the questionnaire is entirely voluntarily and they have the right to withdraw from the interview at any time.</i>
Data Storage	<i>Data will be stored digitally on secure, password protected devices and in password protected files. Physical versions of data will be kept in a locked and secure cabinet during the process of the research. Upon the completion of the research, all data shall be safely destroyed.</i>

Will there be any possible harm that your project may cause to participants (e.g. psychological distress or repercussions of a legal, political or economic nature)? What precautions will be taken to minimise the risk of harm to participants?

No harm is anticipated to occur to any party involved. The questions to be asked to participants has been included as an attachment to this document.

Due to the cultural traits of the UAE, consideration must be given towards gender – namely, female interview participants may be reluctant to be interviewed alone or at all by a male interview. While gender does not constitute a specific element within the research, such consideration is required to ensure a representative sample that is not harmed in any manner. To this end, participants will be informed that, if they so wish, they can have a female interview present or a female interviewer can conduct the interview. In such a case, a female colleague will be thoroughly briefed and requested to assist as required.

However, due to the planned data collection method of snowball sampling, along with the generally open-minded nature of the UAE, such an issue is unlikely to occur.

Part F: Data protection

How will you ensure the security of the data collected? What will happen to the data at the end of the project, (if retained, where and how long for). Please follow guidelines provided by the University of Exeter on Data protection to complete this section <http://www.exeter.ac.uk/recordsmanagement/>.

Interviews will be conducted face-to-face and recorded on digital recording devices, subject to the permission of participants. These shall be saved on a secure laptop and immediately deleted from the recording device.

The recordings will be transcribed verbatim to allow for in-depth analysis.

Surveys will be distributed electronically and stored on the web-based survey distribution website, secured with a password.

Data will be stored digitally on secure, password protected devices and in password protected files. Physical versions of data will be kept in a locked and secure cabinet during the process of the research. Upon the completion of the research, all data shall be safely destroyed.

Throughout the study, no participant will be identified by name or any other means of tracking individuals. The only documents detailing an individual's name will be the signed consent forms used in the interviews. These shall be securely stored in a safe. No information will be noted on these forms that will allow for the identification of individual interviews.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

All data will be safely destroyed upon the completion of the research when no further analysis is necessary.

Part G: Notes and Additional Information: Please provide any additional information which may be used to assess your application in the space below.

The questions to be asked to the interview participants have been provided below. The questionnaire cannot be provided yet, as the questionnaire will be developed based on the results of the interviews.

Demographics such as Nationality, gender, age, duration living in Dubai.

How do you feel you have adjusted to living in Dubai?

How do you feel expatriates have adjusted to living in Dubai?

What factors do you think helped you adjust to living in Dubai? Why?

What factors do you think have helped expatriates adjust to living in Dubai? Why?

What factors do you think have hindered your adjustment to living in Dubai? Why?

What factors do you think have hindered expatriates' adjustment to living in Dubai? Why?

In what situations do you interact with the Emirati national? Where? How frequently?

How do you think you have adjusted to the Emirati national? What factors do you think have helped/hindered you here? Why?

In what situations do you interact with the expatriate? Where? How frequently?

How do you think you have adjusted to the expatriate? What factors do you think have helped/hindered you here?

How do you think you have changed based upon your adjustment to living in Dubai and your interactions with the national?

How do you think you have changed based upon your interactions with the expatriate?

What do you think could have helped you adjust to living in Dubai?

What do you think could have helped expatriates adjust to living in Dubai?

What do you think could have been done to help you interact more and learn from the national/expatriate?

What do you think could have been done to the expatriate/national learn and interact more with you?

What are your perceptions of Tourism? Why?

What do you like/dislike about Tourism? Why?

How do you think Tourism could be used to help expatriates and nationals adjust, interact, and learn more from each other?

Part G: Checklist: Please ensure that all sections are ticked before submission. The form will be rejected without review if any sections are incomplete.

All sections A, B, C (if relevant), D,E,F and G (if relevant) in this form have been completed	√	The study has not started yet	√
Number of methods to be used (note each below and place in tick in the box for consent forms attached to application form)	√	The form has been signed and dated by the principle investigator/ lead researcher/supervisor	√
Any other relevant documents have been attached (e.g. copies of CRB certificates)	N/A	Other attachments: Consent form	√
Where an ethics application has also been submitted to an external ethics panel (NRES) copies of approval letters have been attached	N/A		

Signatures:

I have considered all ethical implications for this project and declared all the relevant aspects for consideration of the University of Exeter Business School ethics panel.

Name: Chris Dutt

(PhD candidate)

Signature:

Date: 29.7.2015

Part D: Supervisor's Declaration

As the supervisor for this research I can confirm that I believe that all research ethics issues have been considered in accordance with the University Ethics Policy and relevant research ethics guidelines.

Name: Dr William Harvey

(Primary Supervisor)

Signature: 

Date: 29.7.2015

For administration use only: Ethical Approval

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

<p>Comments of Research Ethics Officer and Research Strategy Group.</p> <p><i>[Note: Have potential risks have been adequately considered and minimised in the research? Does the significance of the study warrant these risks being taken? Are there any other precautions you would recommend?]</i></p>	
<p>This project has been reviewed according to School procedures and has now been approved.</p> <p>Name: (Research Ethics Officer)</p> <p>Signature:</p> <p>Date:</p>	

Appendix J
Interview Consent Form

Interview Consent Form

Participant Information and Consent Form

Dear participant,

You have been invited to participate in a research study designed to understand how expatriates and nationals in the UAE have adapted to one another, the factors that have helped them to adapt, and the possible role of tourism. You have been chosen to participate in this study since you are a resident of the UAE and therefore will have much useful and insightful information to help me with this research. This research is being conducted as part of my PhD at the University of Exeter, UK.

During the course of the interview, questions shall be asked questions that will allow you to explore your adaptation to UAE and the Emirati national, what factors have helped you adapt, your perceptions of tourism, how tourism could help you adapt, and what ideas you have that could help other expatriates adapt to living in the UAE.

In addition to these, some basic demographic questions shall be asked such as: nationality, age bracket, length of time in the UAE.

If you agree, this interview shall be audio taped and the tape shall be transcribed following the completion of the interview. You may request the tape recorder to be stopped at any time and you may request to end the interview at any time. Any tapes and documents of the interview will be stored securely throughout the duration of the study and destroyed upon the conclusion of the study. There are no known risks or discomforts that arise from participating in this study.

All information will be kept confidential and stored in a manner so you cannot be identified. Information shall only be disclosed with your permission in compliance with the UK Data Protection Act. If you give permission, by signing this document, the results will be published by the University of Exeter as part of my PhD dissertation. The information obtained from the interviews shall be used to create a questionnaire that will be distributed to residents of the UAE. In any further publication, in academic journals for example, no information shall be attributable to individuals.

If you so wish, you may receive a copy of the executive summary of the dissertation and its findings upon completion to thank you for your efforts.

Your participation is entirely voluntary and your decision shall, in no way, impact any further relationship with the researcher or with the University of Exeter. You are free to withdraw your consent at any time.

Any complaints can be addressed to Dr. William Harvey (William.Harvey@exeter.ac.uk) or Prof. Gareth Shaw (G.Shaw@exeter.ac.uk) who will thoroughly investigate any complaint. If you have any questions or any other thoughts, please feel free to contact the researcher, Chris Dutt (+97150 739 8714 or chris.s.dutt@gmail.com), at any time.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Thank you,

Chris Dutt,

Researcher and PhD candidate

I hereby give consent to be interviewed by Chris Dutt for the purpose of the PhD research.

I hereby **do/do not** give my permission for my answers to be recorded on a digital tape recorder. (Please delete as appropriate)

Signature of Subject

Signature of Researcher and PhD Candidate

Appendix K

Additional Analysis and Discussion on Practical Considerations for Adjustment Improvement

Beyond the four objectives, further analysis explored some potential practical considerations for host environments – including countries or businesses – to improve the interaction between and adjustment of expatriates and nationals. This analysis was based on both the first, qualitative, and second, quantitative, stages. The analysis followed the same procedures as those for Objective IV and detailed in Chapter 4: Methodology. The following information provides the complete findings, hypotheses, analysis, and discussion relating to elements to consider when attempting to improve adjustment. The impact of this analysis has been explained in the conclusion in section 7.9.

Qualitative Analysis on Practical Considerations for Adjustment Improvement

In order to provide some additional analysis on methods to improve adjustment, participants were asked what they thought could be done to improve the nature of the relationship and encourage greater interaction and adjustment between expatriates and Emiratis. Suggestions varied from broad aspects such as better communication, to specific suggestions such as greater involvement from the government (DTCM – Department of Tourism and Commerce Marketing):

...it should be the organisation's responsibility to take initiative in contacting these government agencies, for example DTCM, they have a lot of programmes, a lot of programmes to introduce Dubai and introduce the city in many different ways. And I'm sure they're very open to anyone who goes there who's interested. (ExP12)

...the DTCM could play a good role in helping the expatriate community adjust to the local community even before they come to a country. (ExP30)

The use of events was a common suggestion, whereby participants explained that attendance at generic or cultural events would provide the opportunity for interaction and adjustment to occur:

Well maybe they can be more events where both groups participate and usually read see the, these events. (ExP24)

You have a lot of events happening from November until March but nothing about the local culture; it's all about the other countries who are exhibiting there. More of, you know, the Emirati music, the Emirati food, having more Emirati restaurants, local food available, you know,

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

we know this cafeteria culture here is really huge but their, the Emirati food itself it's not easily found, so having more local restaurants, more local events, festivals. For example in Jordan with have this Jaresh conference, Jaresh, sorry, festival where it's just purely musical and traditional festival. (ExP12)

Others were more specific suggesting that cultural events were necessary:

No it can be any events, but culturally events because they're more, they are more put-on display, more visible, so that's why it's probably easier. (ExP24)

However, while some did think events were necessary, a more holistic programme was suggested that would impact individuals throughout their daily life:

I can tell you we can do like cultural festivals, things like that, but I think it takes more than this. Some people, yeah, it helps as well, it will help, but I think interaction in terms of school, in terms of universities, at work, I think these are, these interactions are most important, more than these cultural things. The festivals and things because this is the really when you break the stereotypes, when the, you see the person as a person, not as a nationality, don't see them as nationalities any more. (NP16)

The following **Error! Reference source not found.** identifies the various solutions that ave been suggested, their sources, and example quotes. Solution categories were established based upon participants' stated or implied solution categories.

Table 0-6:
Solutions to interact and adjust - Participants and Sample Quotes

Solution	Participants	Example Quote
Communication – Symbolic Communication Theory	Ex6, N9, Ex14, N18, N20, Ex30, N32, N35	<i>They will go to the mosque, know about the mosque, and see that this is the actual religion in Islam and then you will leave them with certain level of interest in the religion and the Muslim people and, eventually the locals. And then they will start hunting. (NP35)</i>
Events/Activities	Ex2, Ex3, Ex5, Ex6, Ex7, N8, N9, N10, Ex11, Ex12, Ex13, Ex14, Ex15, N16, N18, N20, N21, Ex23, Ex24, Ex25, Ex26, Ex27, N29, Ex30, N31, N35	<i>Because these things attract people 'Oh there's a festival, let's go', you know, 'There's an exhibition, we can see it' If you say I have a lecture, not everybody, for example, is interested. If you take people into inductions, it's just a thing I have to do. But if it's more fun type of event, people will be interested in going and participating in it. (ExP12)</i> <i>Interact by creating, you know, venues that will bring people together (NP21)</i> <i>National day, again, a good example of how they've managed to kind of get the expatriate community, along with a local community to kind of interact together. (ExP30)</i>

*Error! Reference source not found. continued:
olutions to interact and adjust - Participants and Sample Quotes*

Solution	Participants	Example Quote
School/University involvement	Ex1, Ex6, N8, N9, Ex15, N16, Ex17, N20, N21, N22, Ex24, Ex25, N29, Ex30, N31, N34, N36	<i>Maybe start this sort of education early at schools and, and I think now there is, there is a direction of going there, like, when I see my younger brothers studying at school and studying majorly in English language, where I studied in Arabic....Now there are more and more schools offering English curriculum at the school-level. So and, and those kind of schools invite people from different backgrounds who speak the common language, not only people who speak Arabic language. So I think once this starts to become a norm, then people will be free to communicate and would have the confidence and the ability to communicate with different people from different backgrounds at a younger age and it starts building up with them as they grow up. (NP20)</i>
Company induction/activities	Ex1, Ex2, Ex5, Ex6, N8, Ex12, Ex13, Ex14, Ex15, N20, N22, Ex23, Ex25, Ex27, N29, Ex30, N32	<p><i>On a country level or maybe on company's level, maybe in cooperation that businesses have to include city or country induction as part of their employees' induction. Not take me to Burj Khalifah to see, you know, The Top or take me to Burj Al Arab to see it or Atlantis, that you can, anybody can see in their spare time, but I'm saying more like videos or like make more awareness programmes to do this. Like for example, taking, going to the heritage village, having a local breakfast in heritage village and visits to mosques and things like this. That gives you more knowledge about Dubai. (ExP12)</i></p> <p><i>Yeah, I think, I think what would have really helped me adjust, maybe not. So adjust, but to have grasped Dubai Lifestyle easier, financially, would have been something like, like a housing structure or housing benefit, housing allowance through the company. (ExP25)</i></p> <p><i>I think employers should provide more information, there should be some kind of a package that, you know, this is the country you're coming from kind of like of almost a guide to living in Dubai (ExP27)</i></p>
Cultural tours	Ex2, N9, Ex12, N16, N22, Ex23, Ex24, Ex27, Ex30, N35, N36	<p><i>I think, you know, the moment when you land with Emirates, there's not a ha...there's nothing, there's no cultural understanding, there's no cultural introduction to the city that they've come into. It's all about the razzmatazz, it's all about negotiation your way through concourse of the arrivals and that. Nothing, and I think Emirates should take a lead, I think hotels should have...um...a document of...should have some sort of cultural documents discussing language, maybe a nice little glossary of simple words, fact that don't put your hand out to an Emirati women if you meet her, you know. All that sort of stuff. (ExP2)</i></p> <p><i>I mean from, for example, just to give you a best example, all these trips that you have to the desert, you know, most of the guys who drive these cars to the desert, they are not Emiratis, they are some guys, from let's say from Lebanon on, from Syria, from Egypt's, from other countries, but they are not local, and these countries they have different cultures from the culture in the UAE, so one thing that should definitely, they should definitely consider, is the have only Emirati drivers, because these are the guys who attracts a lot of the visitors, or people who go on these things, and they're most of all foreigners, I don't want to say 90%, but probably about 90% are foreigners and if they interact with a local driver and, that, that would be fantastic, you know, so that's what, these kind of things that should be. Just one of the things. (ExP24)</i></p>

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

*Error! Reference source not found. continued:
olutions to interact and adjust - Participants and Sample Quotes*

Solution	Participants	Example Quote
Government training programmes responsibility	Ex1, Ex2, Ex6, Ex7, N8, N9, N10, Ex11, Ex12, N16, N21, N22, Ex24, Ex27, Ex30, N31, N35, N36	<i>...Maybe company or government should support more...er...learning Arabic to foreign culture, maybe with some free classes, more...some, you know, instructors, so maybe some foreigners will start learning Arabic, some more Islam culture...(ExP1)</i> <i>Well there are a lot of organisations that do things, but they should be, you know, a centralised body, like cultural authority that oversees the whole thing, you know cultural tourism authority and then maybe they should be involved in promoting and doing this. (ExP24)</i>
Construction/architecture	Ex12, Ex23, Ex27, N31	<i>So when they demolish everything and they build something new it will not give me that feeling you know so that's my point I want both balance to be that. (NP31)</i>
Pre-arrival information	N8, N9, N10, Ex27, N28	<i>Introductory message in Emirates Airlines for example all that need to be, leaflets for example if you're coming here for the first time, while being, or people who are granted their visas on the spot need to have the some sort of leaflet saying this and that, so, it's the carrot and the stick, I think, approach, so people need to know what's the rules and regulation, what's expected from them and then you go with the stick. (NP10)</i> <i>I think certainly that guide needs to be before you get here so I think you need to have that before you enter the country so that you know some of the information before you arrive. (ExP27)</i>

Source: Author

As demonstrated in **Error! Reference source not found.**, the most commonly discussed solution, by frequency and by the number of participants, was events, followed by the role of the government, schools, and companies. Interestingly, schools were mostly discussed in the context of providing experiences and information which children would take back to their parents. The question of the child's adjustment – and consequential effect on the parent – was seen as an inevitable outcome; the child would adjust and would settle in *"Once...the kids got settled in school...we definitely felt pretty comfortable"* (ExP2). Later analysis when constructing the second stage questionnaire did not support the inclusion of schooling, instead favouring Family Adjustment and Events or Meeting Opportunities which covered the same domains with greater statistical explanation. **For example, "Schooling" was described as providing children and their parents with the opportunity to learn about the Emirati culture or meet Emiratis. Schooling was, therefore, more appropriately classified as "Meeting Opportunity".**

Given the solutions suggested, a number of caveats were proposed that should be considered if any of these solutions were to be implemented. The importance of individual tastes were not lost on participants, a number of whom expressed that, regardless of the solution implemented, it was still an individual-decision to participate:

But then, it's definitely an individual thing, I mean, we had teachers [in Singapore], one of them gets there and is like, I can't live in this apartment and it's like, why not, and it's like, the curtains are terrible, I can never live with that. And it's like, wait a minute, is this about the curtains or, because we can go to Ikea and change the curtains if that's the issue, but, and then you find out it was the first time he was moving from England, it was...a British from an Indian background, his family wanted to get him married, it was a kind of like, I'm escaping England so he goes Singapore, so it didn't really matter, whatever you do, she'll never be happy yeah... [sic] (ExP6)

Additionally, the importance of these actions not being forced was also explained; participants felt that any forced activity would not be successful:

Look, it's open, but if the expat does not want to interact, he should not be forced to interact. (ExP3)

I think nothing should be forced, because if you force...if somebody arrives with, with already preconceived thoughts about coming here, but he's only coming here because he saw big number at the end of each month, you know, if you force him to learn more, he will even, it will be a negative....adverse effect on him. So if a person want's to come, finishes his 2, 3 years, maybe they told him you either get fired or you go to the Middle East, so he came here. He did not know. (ExP3)

A variety of solutions were suggested by participants, varying from encouraging cultural tours, providing pre-arrival information, company support, to attendance at tourism events. The most consistent point discussed by both Emirati and expatriate participants related to not forcing an interaction or adjustment, as a forced interaction would fail.

Quantitative Analysis on Practical Considerations for Adjustment Improvement

Factor Analysis – Adjustment Improvement

Factor Analysis for the 10 items measuring participants' perception of methods to improve adjustment in Dubai (ADJI) were found suitable, with many items demonstrating a coefficient of greater than 0.3 (Pallant, 2007) from the correlation matrix. With a Kaiser-Meyer-Olkin value of 0.795 and a Barlett's Test of Sphericity significance of .000, the factorability of the correlation matrix was supported (Kaiser, 1974; Pallant, 2007). Factor analysis revealed 3 factors with eigenvalues over 1,

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

explaining 40.7%, 15.9%, and 10.7% of the variance, respectively as demonstrated in **Error! Reference source not found..**

Table 0-7:
Adjustment Improvement Initial Eigenvalues for 4 factors

Component	Initial Eigenvalue		
	Total	% of Variance	Cumulative %
1	4.074	40.744	40.744
2	1.593	15.929	56.673
3	1.070	10.696	67.370
4	.763	7.634	75.004

The Scree Plot showed a break after the third component, hence 3 factors were retained. The results of Parallel Analysis also supported the use of 3 factors, with only 3 factors exceeding the corresponding criterion values for a randomly generated data set with the same sample size (10 variables X 265) (Pallant, 2007). The three-component solution explained 67.4% of the variance, with Factor 1 contributing 40.7%, Factor 2 contributing 15.9%, and Factor 3 contributing 10.7% of the variance. Oblimin rotation was performed which demonstrated clear loadings over three factors. Factor 1 referred to Improved Adjustment to the Social environment, which included Meeting Expatriates/Nationals at Work, Meeting Expatriates/Nationals at Events, more Social Events, and improved Language Skills. Factor 2 referred to Improved Adjustment from Support, including Company Support, Access to Previous Information, more Company Activities to assist adjustment, and Tourism Entertainment Facilities. Factor 3 referred to Improved Adjustment through Understanding including Improved mutual Understanding, and mutual Respect

The complete loadings for these three factors have been provided in **Error! Reference source not found.**, with the Scree Plot in **Error! Reference source not found.**

Table 0-8:
Pattern and Structure Matrix for EFA with Oblimin Rotation of 3 Factor Solution for Adjustment Improvement

Variable	Pattern Coefficient			Structure Coefficient		
	Factor 1	Factor 2	Factor 3	Factor 1	Factor 2	Factor 3
Meet Expatriates/Nationals at Work	.810	-.018	-.038	.818	.210	-.317
Meet Expatriates/Nationals at Events	.779	-.009	-.119	.818	.236	-.390
More Social Events	.690	.077	-.107	.748	.295	-.374
Improved Language Skills	.615	.024	-.011	.626	.192	-.235
More Tourism Entertainment Facilities	.346	.589	.072	.478	.659	-.232
Access to Prior Information	.178	.778	.116	.345	.790	-.188
More Company Activities	.066	.744	-.151	.318	.808	-.406
More Company Support	-.350	.841	-.153	-.071	.795	-.292
Improved Mutual Understanding	.038	.016	-.938	.373	.318	-.957

Improved Mutual Respect	.154	.011	-.872	.463	.323	-.929
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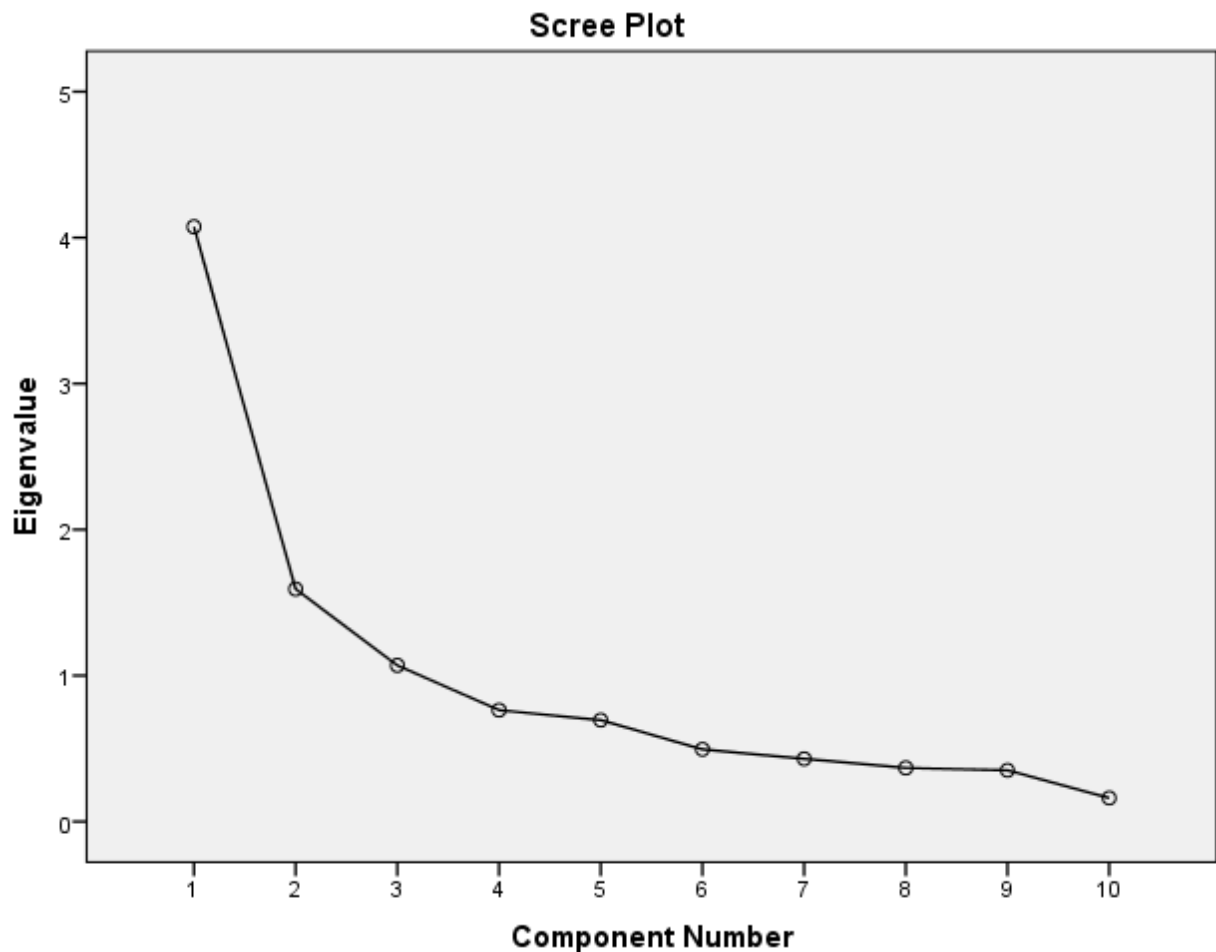


Figure 0-1:
Scree Plot of EFA for Adjustment Improvement

The Parallel Analysis, Oblimin rotation, and Scree Plot in **Error! Reference source not found.** - with a break after three factors – all suggested a three factor solution (Pallant, 2007).

The respective variables were therefore collapsed to create 3 factors which were then utilised for later analysis. The new factors' means, standard deviations, and reliability scores have been provided in **Error! Reference source not found.**

Table 0-9:
Adjustment Improvement Factors Mean and Standard Deviation

Factor Adjustment Improvement	Mean	Standard Deviation	Reliability
ADJI – Social	3.42	.742	.752
ADJI – Support	3.27	.766	.770
ADJI – Understanding	3.72	.884	.903

Practical Considerations to Improve Adjustment

The fifth and final objective aims to offer solutions to businesses in the UAE and the government of the UAE to improve the relationship between expatriates and Emiratis in Dubai. The analysis of this objective starts with the explanation of the descriptive statistics for the construct Adjustment Improvement. Multiple regression and correlation analyses are then performed to measure the predictive and correlative relationships between, particularly, tourism and adjustment improvement. The section concludes with the analysis of five hypotheses (H3_a-H3_e see **Error! Reference source not found.**) which attempt to measure the impact of various demographic influences on improved adjustment. This is reflected in the whole model in Figure 6-2 wherein it is assumed that all aspects of the model combine to provide greater adjustment between expatriates and Emiratis. For ease of explanation, the model is shown again in **Error!**

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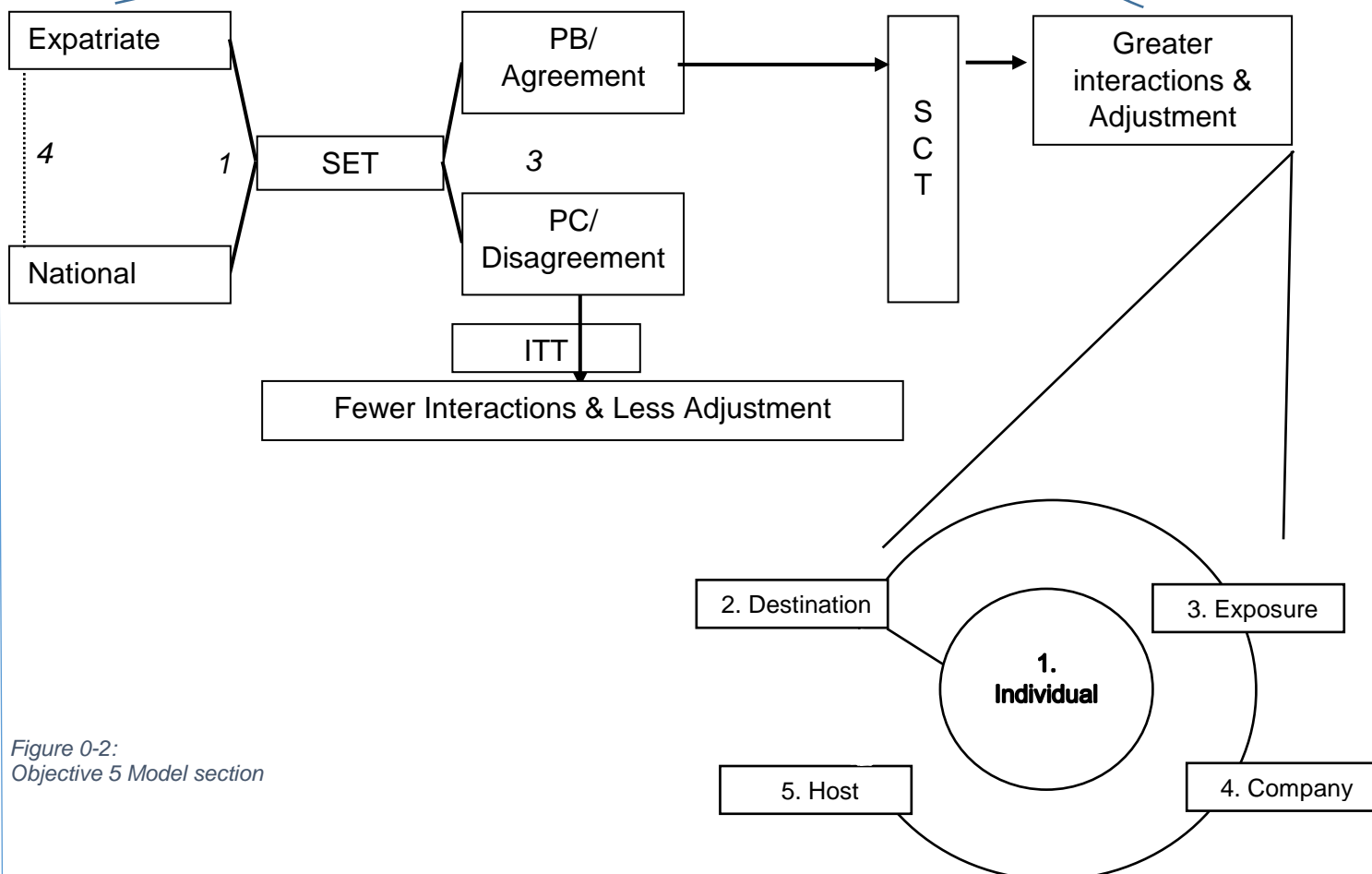


Figure 0-2:
Objective 5 Model section

Adjustment Improvement Descriptive Statistics

Participants were asked about their insights on what could help them adjust to Dubai more thoroughly; that is, what could be done to improve adjustment. The descriptive results are displayed in **Error! Reference source not found..**

*Table 0-10:
Adjustment Improvement Descriptive Statistics*

Variable Adjustment Improvement	Mean	Standard Deviation
Expatriates/Nationals Understand each other	3.73	0.890
Expatriates/Nationals Respect each other	3.71	0.955
More Social Events	3.51	0.913
Meet Expatriates/Nationals at Work	3.48	0.907
Meet Expatriates/Nationals at Events	3.46	0.904
Information before Arrival	3.42	0.974
More Company Support	3.29	1.074
Tourism activities	3.29	1.029
Language skills	3.25	1.163
More Company Activities	3.12	0.946

A total of 10 variables arising from the first stage qualitative interviews were assessed for participants' thoughts on their effectiveness. All 10 variables scored Neutral to Agree with, generally, low standard deviations. This would suggest that on the whole participants felt that these variables would be reasonably effective at providing greater future adjustment. The variable with the greatest agreement was the promotion of activities that would encourage expatriates and Emiratis to understand each other ($M=3.73$, $SD=.890$), followed by encouraging both parties to respect one another ($M=3.71$, $SD=.955$). The provision of more social events ($M=3.51$, $SD=.913$) was the most agreed upon specific strategy. The importance of the company in providing more activities scored the lowest ($M=3.12$, $SD=.946$), with participants mostly providing neutral answers. It should be noted, however, that the relatively low degrees of agreement here could be because the vast majority of participants had felt that they had adjusted to Dubai (97.5% - Table 6-5). Therefore, since their adjustment was successful, they may not see the utility or possible effectiveness of additional alternative adjustment strategies.

Multiple Regression – Tourism Impacts and Tourism Opinions to Adjustment Improvement

To conclude, the assessment of the predictive relationship between SET and Adjustment, the impact of SET (TO) on Adjustment Improvement (ADJI) factors was calculated.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

When ADJI Social was computed with the TO factors the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.1 and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in **Error! Reference source not found.** The regression equation read:

$$\text{ADJI Social (12.1\% variance explained)} = 1.935 + .183 \cdot \text{TO Sat. Business} + -.007 \cdot \text{TO Dissat} + .0219 \cdot \text{TO Sat. Understand} + .697$$

Table 0-11:
Standard Multiple Regression of Tourism Opinions on ADJI - Social

Factor	ADJI Social	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr^2
TO Sat. Business	.309				.183	.151	.119
TO Dissat.	-.101	-.340			-.007	-.009	-.009
TO Sat. Understand	.343	.628	-.165		.219**	.247**	.201**
				Intercept	1.935		
Means	3.41	4.03	2.91	3.46		R^2	.132**
Standard Deviations	.743	.614	.922	.836	Adjusted	R^2	.121**
						R	.364**

Note. * $p < 0.05$, ** $p < 0.01$

The first Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the one dependent variable, ADJI Social. The model was statistically significant, explaining 12.1% of the variance in ADJI Social ($F(3, 236) = 10.95$, $p = .000$). The standardised coefficient suggests that TO Satisfaction Understand made the strongest unique, significant contribution to the model, controlling for TO Satisfaction Business and TO Dissatisfaction ($\beta = .247$, $p = .002$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that only 12% of the variance in ADJI Social was predicted by TO, with Satisfaction Understand providing the strongest contribution to the prediction.

When ADJI Support was computed with TO the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis

value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.1 and was, hence, removed from the analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in **Error! Reference source not found..** The equation predicted:

$$\text{ADJI Support (10.8\% variance explained)} = 1.240 + .316 * \text{TO Sat. Business} + .103 * \text{TO Dissat} + .136 * \text{TO Sat. Understand} + 728$$

Table 0-12:
Standard Multiple Regression of Tourism Opinions on ADJI - Support

Factor	ADJI Support	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr^2
TO Sat. Business	.303				.316**	.252**	.195**
TO Dissat.	.013	-.340			.103	.123	.123
TO Sat. Understand	.286	.628	-.165		.136	.148	.122
				Intercept	1.240		
Means	3.29	4.03	2.91	3.46		R^2	.120**
Standard Deviations	.771	.614	.922	.836	Adjusted	R^2	.108**
						R	.347**

Note. * $p < 0.05$, ** $p < 0.01$

The second Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the one dependent variable, ADJI Support. The model was statistically significant, explaining 10.8% of the variance in ADJI Support ($F(3, 221) = 19.95$, $p = .000$). The standardised coefficient suggests that TO Satisfaction Business made the strongest unique, significant contribution to the model, controlling for TO Dissatisfaction and TO Satisfaction Understand ($\beta = .252$, $p = .004$) (Pallant, 2007; Tabachnick & Fidell, 2013). This suggests that only 10% of the variance in ADJI Support was predicted by Tourism Opinions, with Satisfaction Business providing the strongest contribution to the prediction.

When ADJI Understanding was computed with Tourism Opinions the assumptions of normality, linearity, multicollinearity, and homoscedasticity were not violated. In one case, the Mahalanobis value exceeded the recommended critical value of 16.27 (Tabachnick & Fidell, 2013) substantially at 22.1 and was, hence, removed from the

analysis (Pallant, 2007). The correlations between the variables, the unstandardised regression coefficient (B) and intercept, the standardised regression coefficients (β), the semipartial correlations (sr^2) (Pallant, 2007, Chapter 13; Tabachnick & Fidell, 2013, p. 144), and R , R^2 , and adjusted R^2 after the entry of the three independent variables is shown in **Error! Reference source not found.** The equation predicted:

$$\text{ADJI Understanding (3\% variance explained)} = 2.504 + .099 * \text{TO Sat. Business} + .103 * \text{TO Dissat.} + .0157 * \text{TO Sat. Understand} + .850$$

Table 0-13:
Standard Multiple Regression of Tourism Opinions on ADJI - Understanding

Factor	ADJI Understanding	TO Sat. Business	TO Dissat.	TO Understand	B	β	sr^2
TO Sat. Business	.128				.099	.070	.053
TO Dissat.	.061	-.340			.103	.110	.105
TO Sat. Understand	.178	.628	-.165		.157	.152	.120
				Intercept	2.504		
Means	3.74	4.03	2.91	3.46		R^2	.043*
Standard Deviations	.864	.614	.922	.836	Adjusted	R^2	.030*
						R	.207*

Note. * $p < 0.05$, ** $p < 0.01$

The final Standard Multiple Regression assessed the impact of the three independent variables, TO Satisfaction Business, TO Dissatisfaction, and TO Satisfaction Understand, on the one dependent variable, ADJI Understand. The model was statistically significant, explaining 3% of the variance in ADJI Understand ($F(3, 235) = 3.45$, $p = .017$). The standardised coefficient suggests that TO Satisfaction Understand made the strongest unique, significant contribution to the model, controlling for TO Satisfaction Business and TO Dissatisfaction ($\beta = .263$, $p = .068$) (Pallant, 2007; Tabachnick & Fidell, 2013). This was, however, not statistically significant. This suggests that only 3% of the variance in ADJI Support was predicted by Tourism Opinions.

The results of SET predicting Adjustment Improvement returned weak results, with the strongest prediction being 12.1% for ADJI Social. In general, therefore it would suggest that SET does not predict Adjustment Improvement very well.

With the results of the Multiple Regression tests analysed, the model in Figure 6-2 was adjusted to reflect the nature of the suggested relationships explained above and is displayed in Figure 6-13.

In an attempt to measure the non-predictive relationships on ADJI, additional correlation tests were performed between TI, TO, COMM, and ADJ.

Correlation – Tourism Impacts, Tourism Opinions, and Adjustment Improvement
By conducting correlation tests, it was possible to record the relationship between TI, TO, COMM, and ADJ on the ADJI variables and factors. While the predictive relationships were very weak, it is, nevertheless, possible that a relationship is present between the variables.

Communication and Adjustment Improvement

The factors related to Communication, Adjustment, and Adjustment Improvement were then correlated to record the presence of any relationship in the next stage of the model. These relationships are reflected in **Error! Reference source not found.** and REF_Ref483976562 \h * MERGEFORMAT **Error! Reference source not found..**

Table 0-14:

Pearson Product Moment Correlations between Communication and Adjustment and Adjustment Improvement Factors

Factor	1	2	3	4	5	6	7	8	9
1. ADJ Comfort	-	.289**	.477**	.097	.099	-.070	.090	.026	-.028
2. ADJ Personal		-	.223**	.102	-.027	.049	.129*	-.123	.106
3. ADJ Tourism			-	.281**	.250**	.093	.098	.003	-.026
4. ADJI Social				-	.369**	.492**	.175**	.069	.070
5. ADJI Support					-	.380**	.139*	.225**	.066
6. ADJI Understand						-	.244**	.234**	.157*
7. COMM Rhetorical Visions							-	.214**	.640**
8. COMM Topic								-	.389**
9. COMM Repeat									-

Note. Numbers in bold represent significant correlations. * $p < 0.05$, ** $p < 0.01$

Relationships between the ADJ factors all significantly correlated with small to medium-level correlations, with coefficient values ranging from $r = .223$ (ADJ Personal and ADJ Tourism) to $r = .477$ (ADJ Comfort and ADJ Tourism). A similar pattern was present between the ADJI factors, with medium-level correlations, with coefficients ranging between $r = .369$ (ADJI Social and ADJI Support) and $r = .492$ (ADJI Social and ADJI Understand). Relationships between ADJ and ADJI were generally not significant. This suggests that the factors that helped individuals to adjust to Dubai did not possess a relationship with factors that would have helped individuals more effectively. While the COMM factors correlated well with each other, there were, again, few correlations between COMM and ADJ and ADJI factors. COMM Rhetorical Visions demonstrated

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

the most number of significant correlations to ADJ and ADJI factors, wherein ADJI Understand reflected the highest correlation coefficient ($r=.244$, $n=235$, $p=.000$), a small correlation. ADJI Understanding also correlated with the Topic ($r=.234$, $n=238$, $p=.000$) and Repetition ($r=.157$, $n=237$, $p=.016$).

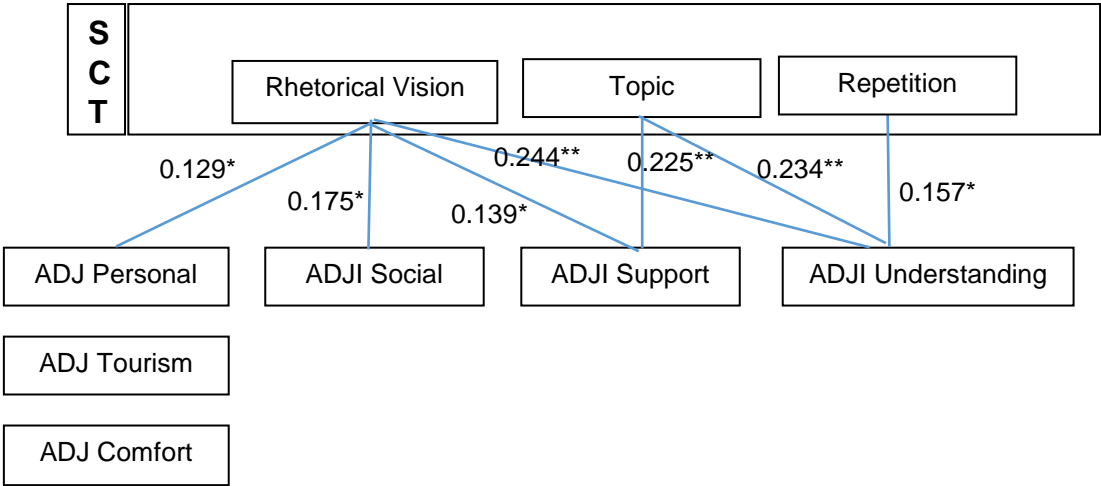


Figure 0-3: Communication and Adjustment and Adjustment Improvement Correlations

Results displayed above in **Error! Reference source not found.** and **Error! ference source not found.** demonstrate some correlations between COMM and ADJ and ADJI, which was not present through the multiple regression tests. Somewhat of a relationship was therefore present, from a correlative perspective, between COMM and ADJ and ADJI, most notably with the Rhetorical Visions. Further analysis here suggested that a greater number of significant correlations were present between Righteous Rhetorical Visions and ADJI Social ($r=.206$, $n=240$, $p=.001$), ADJI Support ($r=.147$, $n=224$, $p=.028$), and ADJI Understand ($r=.275$, $n=238$, $p=.000$).

Tourism Impacts, Tourism Opinion, and Adjustment Improvement

As with the multiple regression tests, due to the poor correlations between COMM and ADJ and ADJI, SET was directly correlated to ADJ and ADJI to measure tourism's impact upon adjustment and adjustment improvement. These correlations are displayed in **Error! Reference source not found.**, **Error! Reference source not und.**, and **Error! Reference source not found.**.

Table 0-15: Pearson Product Moment Correlations between SET and Adjustment and Adjustment Improvement Factors

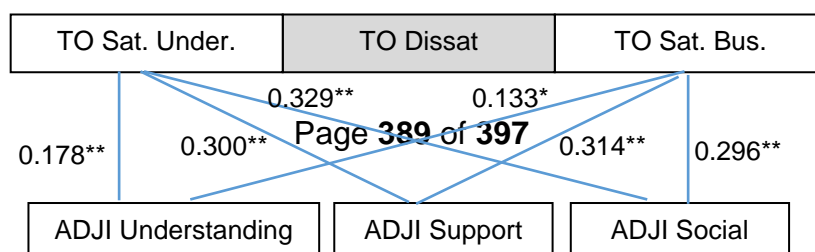
Factor	1	2	3	4	5	6	7	8	9	10	11	12
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1. TO Sat. Business	-	-.304**	.636**	.023	.590**	-.149*	.474**	.189**	.413**	.296**	.314**	.133*
2. TO Dissat.		-	-.152*	.232**	-.198**	.327**	-.194**	.023	-.110	-.094	.013	.055
3. TO Sat. Under.			-	.137*	.529**	-.109	.451**	.183**	.605**	.329**	.300**	.178**
4. TI Living Cost				-	.187**	.522**	.099	.124	.079	-.003	.090	.103
5. TI Social Benefit					-	-.026	.431**	.230**	.378**	.185**	.303**	.103
6. TI Social Environ. Costs						-	-.150*	.081	-.100	-.071	-.007	.164*
7. ADJ Comfort							-	.289**	.477**	.097	.099	-.070
8. ADJ Personal								-	.223**	.102	-.027	.049
9. ADJ Tourism									-	.281**	.250**	.093
10. ADJI Social										-	.369**	.492**
11. ADJI Support											-	.380**
12. ADJI Understand												-

Note. Numbers in bold represent significant correlations. * $p < 0.05$, ** $p < 0.01$

The two factors TO Satisfaction Business and TO Satisfaction Understand correlated with all factors of ADJ and ADJI. TO Satisfaction Business demonstrated the strongest correlation with ADJ Comfort ($r = .474$, $n = 231$, $p = .000$), followed by ADJ Tourism ($r = .413$, $n = 234$, $p = .000$), both of which were medium-strength correlations. TO Satisfaction Understand correlated the strongest with ADJ Tourism ($r = .605$, $n = 238$, $p = .000$), followed by ADJ Comfort ($r = .451$, $n = 234$, $p = .000$), which reflect medium to strong relationships. The only significant correlations with TO Dissatisfaction and Adjustment were negative ($r = -.194$, $n = 234$, $p = .003$), suggesting that those who agreed with dissatisfactory elements of TO disagreed with ADJ Comfort. The result of these correlations suggests that tourism did relate to adjustment and adjustment improvement strategies, although a number did appear to be weak relationships.

The following **Error! Reference source not found.** depicts the relationship between I, TO, and ADJI. This, too, reflects similar implications wherein TO demonstrated a number of significant relationships with ADJI, with a number of medium-strength relationships. Again, negative tourism factors generally demonstrated no significant correlations with ADJI. The only exception here was between TI Social Environmental Costs and ADJI Understanding ($r = .164$, $n = 243$, $p = .010$), a weak relationship.



The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

The results from both TO and ADJ and ADJI would appear to suggest that, from a correlative standpoint, TO was related to ADJ, whereby those who were satisfied with tourism seemed to demonstrate greater adjustment to Dubai.

Adjustment and Adjustment Improvement

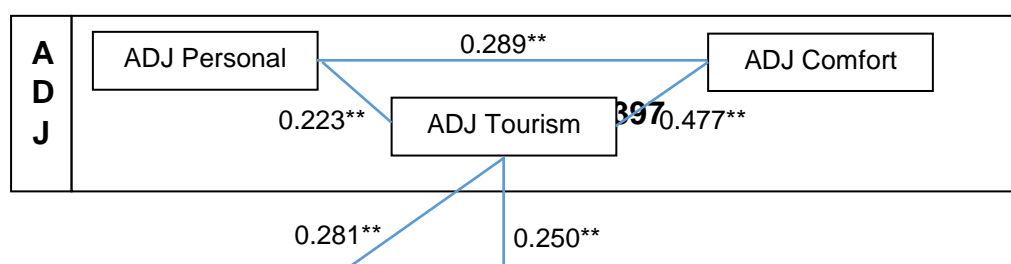
The final set of correlation tests were designed to measure the potential impact of Adjustment on Adjustment Improvement factors, to assess the presence of any relationship between how individuals had adjusted and what could have helped them adjust better. These correlations are reflected in **Error! Reference source not found.** and **Error! Reference source not found.**

Table 0-16:
Pearson Product Moment Correlations between Adjustment and Adjustment Improvement Factors

Factor	1	2	3	4	5	6
1. ADJ Comfort	-	.289**	.477**	.097	.099	-.070
2. ADJ Personal		-	.223**	.102	-.027	.049
3. ADJ Tourism			-	.281**	.250**	.093
4. ADJI Social				-	.369**	.492**
5. ADJI Support					-	.380**
6. ADJI Understand						-

Note. Numbers in bold represent significant correlations. * $p < 0.05$, ** $p < 0.01$

The correlations here would appear to suggest limited interaction between ADJ and ADJI, the only excepting being between ADJ Tourism and ADJI Support ($r=.250$, $n=243$, $p=.000$), and ADJI Social ($r=.281$, $n=253$, $p=.000$). These results suggest that, while ADJ and ADJI correlated well with each other, there was limited connection between ADJ and ADJI, except in the case of tourism. Hence, how someone had adjusted bore little relationship to how their adjustment could be improved.



Hypothesis Testing

The final set of hypotheses tested the presence of relationships between Adjustment Improvement variables with other demographic variables, identified from areas of contention within the literature (see **Error! Reference source not found.**). This allowed the potential demographic influencers on solutions for expatriate adjustment to be recorded and measured.

H3a: Relationship between Cultural Distance and Adjustment Improvement.

The fifth hypothesis proposed a relationship between the cultural origin of an individual and their thoughts on future adjustment in Dubai. Results of the Pearson Correlation tests are available in **Error! Reference source not found.**.

Table 0-17:
Pearson Product Moment Correlation between Cultural Distance and ADJI

Variables/Factors	Cultural Distance	
2. ADJI Respect	r	-.206*
	Sig.	.033
	N	107

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

Results from the correlations show one significant correlations between cultural distance and ADJI. Out of the 10 ADJI variables, only ADJI Respect ($r = -.2016$, $n = 107$, $p = .033$) was statistically significant. The negative nature of the correlation suggests that the more similar the culture, the less participants agreed with the fact that they would adjust better in the future due to mutual respect. The limited number of significant differences and their generally weak nature could indicate the presence of additional factors, not measured here, or the presence of the Cultural Distance Paradox.

Since the majority of the ADJI variables returned insignificant results, hypothesis 3a has been rejected (cf. Black & Gregersen, 1991b; Hemmasi & Downes, 2013).

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

H3_b: Relationship between duration of residency and Adjustment Improvement.

An area of contention within the expatriate literature considered the impact of time as a resident of the UAE and individual's adjustment. The results of the Pearson Correlation suggested that no significant relationships were present between the respondent's time in the UAE and the variables of Adjustment Improvement. Therefore, there is no sufficient evidence to claim that time living in the UAE has an impact on preferred future Adjustment strategies.

Hence, hypothesis 3_b was rejected; significant relationships were not present between time individuals lived in the UAE and their degree of attachment (cf. Black & Gregersen, 1991b; Harvey, 2008).

H3_c: Relationship between Previous Experience and Adjustment Improvement.

Another aspect of disagreement amongst the expatriation literature was the role of previous experience. Hypothesis 3_c explored this discrepancy through the use of Pearson Correlation tests. No ADJI variables or factors returned a significant relationship. This therefore implies that previous experience as an expatriate has no impact on future adjustment strategies (Brewster, 1995). Hence, hypothesis 3_c has been rejected.

H3_d: Difference between Third Culture Kids and Adjustment Improvement.

In order to measure the potential impact of TCK on future adjustment strategies, t-tests were conducted. Results returned no significant differences, suggesting that whether someone was a TCK or not did not impact their opinions on future adjustment strategies. Therefore, hypothesis 3_d was rejected.

H3_e: Relationship between Personality and Adjustment Improvement.

The hypothesis considered participants' self-described personality with the variables of ADJI, the results of which are in **Error! Reference source not found.** through **Error! ference source not found..**

Table 0-18:
Pearson Product Moment Correlations between Personality - Talkative and ADJI

Variables/Factors		Personality - Talkative
1) ADJI Tourism	r	.132*
Entertainment Facilities	Sig.	.039
	N	244

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

Individuals who scored high on the 'Talkative' dimension of personality (i.e. more extroverted) also scored high on 1 ADJI variable; ADJI Tourism Entertainment Facilities. Therefore, it is suggested that more extroverted individuals felt that they would adjust better in the future, thanks to tourism providing more entertainment facilities. However, since only this one variable correlated significantly, hypothesis 3_e was rejected here.

*Table 0-19:
Pearson Product Moment Correlations between Personality - Reserved and ADJI*

Variables/Factors		Personality - Reserved
1) ADJI Meet at Events	r	.188**
	Sig.	.003
	N	244
2) ADJI Meet at Work	r	.128*
	Sig.	.045
	N	244
3) ADJI Greater Respect	r	.172**
	Sig.	.007
	N	242
4) ADJI Social	r	.140*
	Sig.	.029
	N	242
5) ADJI Understand	r	.158*
	Sig.	.014
	N	241

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

Individuals with a reserved (i.e. introverted) personality correlated with a small number of ADJI variables. However, significant correlations occurred on only a small handful of occasions, with the strongest relationship proving to be a weak correlation with ADJI Meet at Events ($r = .188$, $n = 244$, $p = .003$). In these cases, the correlations suggested that the more introverted an individual, the more they felt future adjustment through the above variables would be possible. Since the correlations were few and weak, hypothesis 3_e was not accepted on the whole in relation to introverted personalities.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 0-20:
Pearson Product Moment Correlations between Personality - New and ADJI

Variables/Factors		Personality - New
1) ADJI Social Events	r	.211**
	Sig.	.001
	N	243
2) ADJI Greater Respect	r	.208**
	Sig.	.001
	N	241
3) ADJI Understand	r	.147*
	Sig.	.022
	N	241
4) ADJI Understand	r	.188**
	Sig.	.004
	N	240

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

In much a similar scenario as extroversion, the enjoyment of new experiences, correlated with 3 ADJI variables and 1 ADJI factor. The strongest correlation occurred between new experiences and ADJI Social Events ($r = .211$, $n = 243$, $p = .001$), which suggested that the more open to new experiences an individual was, the more they felt they would adapt in the future due to more social events. Due to the infrequent and small correlations, hypothesis 3_e was therefore rejected.

When considering those who prefer familiar situations, like to be organised, or are 'easy-going', no significant correlations could be found with ADJI variables or factors. Hence, it would appear that these aspects of personality have no relation on future adjustment strategies. Hence, hypothesis 3_e was rejected in these three scenarios.

Table 0-21:
Pearson Product Moment Correlations between Personality - Accepting and ADJI

Variables/Factors		Personality - Accepting	
1) ADJI Language Skills	r	.140*	
	Sig.	.029	
	N	242	
2) ADJI Meet at Events	r	.193**	
	Sig.	.003	
	N	242	
3) ADJI Meet at Work	r	.190**	
	Sig.	.003	
	N	242	
4) ADJI More Social Events	r	.238**	
	Sig.	.000	
	N	242	
5) ADJI Greater Respect	r	.188**	
	Sig.	.004	
	N	240	
6) ADJI Company Activities	r	.246**	
	Sig.	.000	
	N	241	
7) ADJI Company Support	r	.136*	
	Sig.	.041	
	N	227	
8) ADJI Tourism Entertainment	r	.326**	
	Sig.	.000	
	N	243	
9) ADJI Social	r	.243**	
	Sig.	.000	
	N	240	
10) ADJI Support	r	.266**	
	Sig.	.000	
	N	223	
11) ADJI Understand	r	.153*	
	Sig.	.018	
	N	239	

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

Having an Accepting personality returned the greatest number of significant correlations out of the personality characteristics; 11 in all. All ADJI factors and over half the variables correlated significantly with an Accepting personality. Of the 10 ADJI variables, the highest correlation occurred with ADJI Tourism Entertainment ($r = .326$, $n = 243$, $p = .000$). All these correlations demonstrated that the more an individual identified themselves as Accepting, the more they felt they would adjust in the future through the above variables or factors. In general, these correlations were relatively weak, with variances varying between only 19% and 30%. Therefore, hypothesis 3_e was accepted in this case, although the correlations were weak.

The role of tourism in bridging the gap between highly skilled expatriates and hosts: A case of the United Arab Emirates

Table 0-22:
Pearson Product Moment Correlations between Personality - Nervous and ADJI

Variables/Factors		Personality - Nervous
1) ADJI Language Skills	r	.209**
	Sig.	.001
	N	244
2) ADJI Meet at Events	r	.269**
	Sig.	.000
	N	244
3) ADJI Meet at Work	r	.228**
	Sig.	.000
	N	244
4) ADJI More Social Events	r	.185**
	Sig.	.004
	N	244
5) ADJI Greater Respect	r	.150*
	Sig.	.019
	N	242
6) ADJI Company Activities	r	.146*
	Sig.	.023
	N	243
7) ADJI Prior Information	r	.131*
	Sig.	.041
	N	244
8) ADJI Tourism Entertainment	r	.188**
	Sig.	.003
	N	245
9) ADJI Social	r	.302**
	Sig.	.000
	N	242
10) ADJI Support	r	.154*
	Sig.	.021
	N	225
11) ADJI Understand	r	.139*
	Sig.	.031
	N	241

Note. Items in bold denote Factors over variables. * $p < 0.05$, ** $p < 0.01$

Those who identified with having a Nervous disposition identified strongly with future-orientated adjust methods, that is, what would help them to adjust more (ADJI factors and variables). All ADJI factors significantly correlated with nervousness, while 8 out of 10 ADJI variables also correlated significantly. The greatest ADJI variable correlation occurred with ADJI Meet at Work ($r=.269$, $n=244$, $p=.000$), reflecting that the more nervous an individual, the more they believed having opportunities to meet Emiratis or expatriates at work would help with their adjustment. The greatest correlation with ADJI factors occurred with ADJI Social ($r=.302$, $n=242$, $p=.000$), suggesting that the more nervous an individual, the more they felt social factors would improve adjustment. Again, however, many of these correlations were weak. Nevertheless, the number of correlations suggested that hypothesis 3_e could be accepted.

The final aspect of personality: Confidence, returned no significant correlations with the ADJI variables and factors, implying no relationship between ADJI and individual;

confidence. Therefore, hypothesis 3_e was rejected here (see Caligiuri, 2000; Huang et al., 2005; Huff et al., 2014; Peltokorpi & Froese, 2012).

Overall, therefore, hypothesis 3_e was rejected; while significant relationships were apparent between some personality traits – mostly Acceptance and Nervousness – and individuals' ADJI factors and variables, they were often weak and most traits returned insignificant results. Many of the correlations proved to be weak with many not exceeding 30%. This suggests that personality did not have a major impact on individuals' thoughts on future adjustment strategies.